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WAR FOOD ADMINISTRATION  
Office of Distribution  
Washington 25, D. C.

April 1944

FACT SHEET ON BEETS

Objective

To increase the consumption of fresh beets during the remainder of the month of April.

The Problem

To market approximately 588,800 bushels of good-quality fresh beets (winter crop) in an orderly fashion through the normal trade channels. This represents a 40 percent increase over last year that must find its way into consumer channels by May 15. In other words, we have about 165,000 more bushels to consume than we had during the same period last year.

The fresh beets to be marketed will come mostly from Texas. Although most of them will go to market as bunched beets — three to five to the bunch — increasing quantities are being sold without tops in 50-pound sacks. The latter method is being used to save container and minimize transportation requirements, and it should be explained to the housewife that these beets are as fresh and tender as those with tops.

Background

American farmers, in response to the Government's request for 10 percent greater acreage of vegetables for use fresh, planted 21 percent more acreage of winter beets than they did in 1943 and 38 percent above the 10-year (1933-42) average. The yield of 150 bushels per acre this year compares with 140 bushels in 1943 and the 10-year (1933-42) average of 132 bushels per acre. The increased yields are largely attributable to favorable growing weather.

The heavy supplies of beets, combined with the plentifulness of competing vegetables, present a serious marketing problem that cannot be met by increased diversion into processing, including dehydration. Even when such outlets are utilized to the fullest, there still remains need for additional consumption of fresh beets. Distribution of these beets is good and they should be in plentiful supply throughout the country. As winter beets are not suitable for extended commercial storage, immediate increase in consumption is essential.

CONSUMER AIDS

Good beets are smooth and free from blemishes. Avoid flabby, withered beets, those with stringy roots, or a lot of leaf scars around the neck. Beet tops of good quality are young, fresh-looking, tender, and clean.

Beets in the Diets

When beets are young and tender — they're really two vegetables in one. The tops count as a green leafy vegetable — rich in iron and valuable vitamins. And the beet roots contain some vitamin B<sub>1</sub> and C.

### Easy Beet Dishes

Good beet dishes start with boiled beets. To boil beets and keep their bright red color, leave on the long taperoot and an inch or two of the stems. Cook in boiling salted water — about one teaspoon of salt to a quart of liquid. Boil in their jackets. Using a lid saved fuel and time. It takes about 30 to 45 minutes to cook young beets until tender. If water is hard, the beet color may fade. Save color by putting a little vinegar or lemon juice in the water to make it slightly acid. (Alkaline water causes them to turn bluish.) A quick dip into cold water loosens the jacket on a cooked beet so it can slip off like a glove.

Slice, all but baby beets. Serve them whole. Flavor with meat drippings or melted butter or fortified margarine, and salt and pepper to taste just before you serve. For a little "lift," add chopped onion or onion top, or a chopped green pepper. Add a little spiced vinegar or a squeeze or two of lemon to the fat. Serve hot.

### SPICED VINEGAR

To make spiced vinegar use half as much vinegar as sugar and heat until boiling. Add cinnamon, allspice, cloves, and peppercorns to the vinegar while it is boiling. Pour the vinegar over the sliced beets and let stand until cold.

### HARVARD BEETS

1 tablespoon cornstarch	$\frac{1}{2}$ cup vinegar
or 2 tablespoons flour	$\frac{1}{4}$ cup water
2 to 4 tablespoons sugar	2 tablespoons fat
$\frac{1}{2}$ tablespoon salt	3 cups cooked beets, sliced

Mix cornstarch or flour, sugar, and salt. Add vinegar and water and boil 5 minutes, stirring constantly. Add the fat and beets, and let stand until the sauce becomes red. Reheat if necessary.

### SOYA HARVARD BEETS

$\frac{1}{3}$ cup sugar	$\frac{1}{2}$ cup vinegar
2 teaspoons cornstarch	2 tablespoons soya flour
1 teaspoon salt	1 tablespoon table fat
$\frac{1}{2}$ cup beet liquid or water	4 cups cooked beets

Mix the sugar, cornstarch, and salt. Gradually stir in the liquid from canned beets or water, and blend thoroughly. Bring to boiling point, stirring constantly. Cover and cook over hot water for 10 minutes. Blend vinegar with soya, stir into sauce and cook 10 minutes longer. Stir in the fat. Pour beets into sauce and reheat.



COLD BEETS

Cold beets — either pickled or plain-cooked — make good ingredients for salads. Dice or slice and combine with sliced, hard-cooked eggs. The red color makes a fine contrast with your salad greens and other chopped vegetables. Be sure to wait until just before serving to mix the beets with the other ingredients. If the beets stand, they will pass their color on to anything they touch. Beets and grated cheese are another good food combination.

BEET SOUP

To make a beet soup which is something like Russian Borsch, add finely chopped cooked beets to meat broth, along with chopped onion, carrot, or cabbage. Season with herbs and serve hot.

SAVORY BEET GREENS

Cook beet greens just as you would any other greens.

Wash the greens through several waters, and cook with a lid on in a small amount of lightly salted boiling water. As soon as the greens are tender — drain and chop them. Season with fat — and sprinkle over the top with little pieces of crisp bacon or salt pork. Or cook a little chopped onion in fat until the onion browns slightly. Mix with the chopped greens. Add salt and pepper to taste. For a "different" flavor, add chopped parsley, chives, or herbs just before serving.

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WAR FOOD ADMINISTRATION  
Office of Distribution  
Washington 25, D. C.

April 1944

FACT SHEET ON CARROTS

The Problem:

Overlapping of the winter and spring crops of carrots in the Imperial Valley of California, and in Texas and Arizona, combined with the plentifulness of competing vegetables, will present a serious marketing problem during the next 6 weeks. An intensive consumer information program, beginning immediately and lasting until May 15, will contribute greatly towards alleviating this problem by improving consumer demand and averting food losses that might otherwise take place.

Background:

Production of the 1944 winter crop of carrots is estimated at  $7\frac{1}{2}$  million bushels. Although this is 3 percent below the 1943 crop, it is 82 percent above the 10-year (1933-42) average crop of 4,114,000 bushels. The 1944 spring crop, produced in California and Arizona, is estimated at 3,759,000 bushels. This is also a reduction from the 1943 crop, but is 30 percent larger than the 1933-42 average of 2,917,000 bushels.

The total 1943 production of carrots was the largest on record. Dehydrators, working mainly on government contracts, used large quantities of the crop in order to move the abundance, which prevailed during most of the year. This outlet is curtailed this year because of reduced requirements for dehydrated carrots, and the fact that large stocks are already in storage from the 1943 production.

Winter crop carrots are marketed largely from January through March. Because of adverse weather conditions and late plantings during 1944, a considerable volume of carrots, particularly in the Imperial Valley, will be available for harvest during April and May. To a large extent, this crop will overlap the spring crop which is marketed mainly from April through June. Imperial Valley carrot growers estimate that the approximately 6,000 acres remaining for harvest in their area will produce about 75,000 tons of carrots. Fresh market and processing outlets may be expected to absorb probably 53,000 tons, leaving about 22,000 tons that must find their way into consumer channels or diversion programs. Although fresh consumption of carrots has been at a high level recently, plentiful supplies of other vegetables this spring has been a factor in deterring greater consumption.

Purchases are being made in Texas for distribution into channels, such as school lunch programs, institutions, etc. Such purchases are not being made in California because of the greater transportation required in distributing these carrots to eligible outlets.

Diversion Outlets Explored:

Possibilities for diverting carrots from the normal channels of trade into industrial and other outlets are being explored. The critical tin situation is limiting the volume of carrots that can be diverted into canning.

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### Selecting Good Carrots:

Good quality carrots are firm, clean, fresh in appearance, smooth, well shaped, and of good color. Early or new carrots are usually marketed in bunches, three to five to the bunch, with tops attached. The late crop is marketed with the tops removed. The conditions of the tops may or may not indicate quality as tops can be damaged and the roots still be in prime condition. To effect savings in containers and transportation during wartime, a larger percentage of carrots is being shipped without tops, in 50-pound sacks, so the fact that carrots will appear in stores without tops does not necessarily mean that they are all of the late crop.

### Carrots in the Diet:

"Sky-high in vitamin A" is a quick way to describe the nutritive value of carrots. The mature carrot has a higher concentration of A than the tiny "baby" carrot, although both tiny and mature ones are so high in A that homemakers who wish to couple vitamin economy with dollar economy will do well to include carrots into meals often. Carrots also contain small amounts of other vitamins, but it is their vitamin A content that makes them such a good nutritional buy.

### How to Cook Carrots:

With carrots, as with all root vegetables, start in boiling salted water, about 1 teaspoon of salt to a quart of water. With young tender roots use only enough water to prevent sticking to the pan. Older roots need enough water to cover. Young carrots require about 15 to 20 minutes cooking time, older ones about 20 to 25 minutes. Cooked whole, until just tender, their skins may be easily removed the same way boiled potatoes are peeled. The carrots may then be sliced, seasoned with salt, meat drippings, butter, or fortified margarine and served piping hot. Some like a little milk added at the last minute. To give more "lift" now and then, drop in a little chopped onion, green onion tops, green pepper, parsley, or chives.

A little vinegar or a squeeze or two of lemon juice adds a pleasantly sour note to seasoning for boiled carrots.

### Lunch-Box Help:

For their crisp crunchiness and high vitamin A count, include scraped, raw carrots (well wrapped in waxed paper to preserve their crispness) in the school or workers lunch box for meal-time eating or in-between nibbling. Mix grated raw carrots with the sandwich filling to give texture contrast.

### Carrots the Chinese Way

Slice carrots thin. Place in a frying pan with a little melted fat, cover, cook slowly until tender. Season with salt and pepper.

### Carrot Scallop

Arrange 3 cups of sliced cooked carrots in a baking dish. Pour over them 2 cups of thin white sauce. Sprinkle with a mixture of bread crumbs and grated cheese, if desired. Bake in a moderately hot oven (375° F.) 20 minutes or until browned.

Quick Carrot Soup

Cook 2 tablespoons of finely chopped onion in 2 tablespoons of fat for a few minutes. Stir in 2 tablespoons of flour. Add 1 quart of heated milk and 1 cup of grated, ground or finely chopped raw carrots. Season with salt and pepper. Stir well and cook until tender, about 10 minutes.

Carrots in Parsley Butter

8 or 10 medium-sized carrots  
 $\frac{1}{2}$  teaspoon salt  
 $\frac{1}{4}$  cup butter or fortified  
margarine

2 tablespoons lemon juice  
1 tablespoon finely chopped  
parsley

Wash and scrape the carrots and cut them in slices or dice. Cook in a small quantity of boiling salted water for 10 to 15 minutes, or until tender, drain, add the butter, lemon juice, and parsley, and serve at once.

Cabbage and Carrot Salad

Use equal parts of grated raw carrots and finely shredded cabbage. Mix the carrots and cabbage together with salad dressing until well blended. Add ground peanuts if desired. Serve on crisp lettuce.

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WAR FOOD ADMINISTRATION  
Office of Distribution

April 1944

FACT SHEET ON SHELL EGGS

The Problem

To increase consumption of shell eggs immediately and maintain consumption at a high level until May 15.

The Why

The present rate of production is the heaviest on record. Not only is the current season the flush production period for 1944, but the rate of lay per hen is greater than usual and the total production of eggs at present is about 80 percent larger than the 10-year average (1933-1942). Many other factors, including limited storage facilities, also contribute to the present abundance of eggs on farms.

Here is a food resource that any belligerent nation would be delighted to have. We don't want any of this food to go to waste. Consumers can prevent that by using more fresh eggs and by home storage.

Homemakers will be helping themselves and the whole war program by doing these things.

Background

American poultrymen have done an outstanding wartime job. Through their efforts, there has been no real shortage of poultry or poultry products -- and this in spite of the fact that eggs are one of the most important wartime foods. Expansion in egg production began in 1941. Official goals for egg production have been exceeded each successive war year thus far. And this year will be no exception, if present abundances are consumed. Production of eggs in 1943 reached nearly 5 billion dozen. This year it will exceed 5 billion dozen. Out of this total at least a billion and a half dozen will be needed for direct war uses -- one egg out of every four produced. Most of these will find their way to processing plants where they will be dried and sent overseas for use by our armed forces and by our allies and other friendly nations.

The remainder of 1944's tremendous production --  $3\frac{1}{2}$  billion dozen -- will be available for U. S. civilians. This is enough to supply each civilian with at least 350 eggs in 1944 -- more eggs than American civilians have ever had before in history.

Since this is the season of flush production, the major problem confronting the industry at present is one of using eggs fast enough. This year many factors stand in the way of normal handling of the supply that is rapidly building up. To begin with, the rate of production since December 15, has shown a marked increase over the same months a year ago.

Storage Facilities Short

The storage situation is a serious one. We have had record production of many foods. As a result, freezer and cooler spaces are full to a point approaching



capacity with foods, like eggs, that must be stored for future civilian and wartime needs. There is storage room for some eggs, but not for all at the present rate of production.

#### Containers Limited

The packaging situation also is serious. Egg cases are scarce. New fiber and wooden cases are being made as fast as possible to help meet the demand, but there is a limit to the quantity of material available for the manufacture of cases and of the facilities to make them, because such materials and such facilities have many other uses in wartime.

#### Transportation Facilities Crowded

Transportation difficulties are at least as great as they were a year ago at this time, and the labor situation, what with the increased strength of our armed forces, has become more serious. This has affected all industry. So far as eggs are concerned, the results of reduced manpower are indicated through slower handling in regular commercial channels and by the inability of many egg-breaking and egg-drying plants to obtain the labor necessary to carry on operations at full capacity.

The most important immediate answer to the over-all problem apparently lies with civilians. Greater than normal use of eggs -- even at this season -- will do much to improve the present situation. It will help the producer in two ways -- first by supplying him with a market at present, and second, by encouraging him not to deplete his laying flocks below the level of last year. We want to be sure to have enough eggs during the latter part of this year and next. If the producer has to suffer heavy losses through not being able to find a market for his eggs now, he may so greatly reduce his laying flocks that an egg shortage would develop next winter and next year.

Eggs are one of our best protective foods and require no ration points. They take high honors among nutrition experts as a protective food in every diet. They are among the best of the body-building foods, supplying efficient protein in both white and yolk. Eggs also supply minerals such as iron, calcium, and phosphorus and the vitamins A, B<sub>1</sub>, D, G, and the pellagra-preventive factor -- and it doesn't make any difference whether the housewife buys white eggs or brown eggs -- the same food value is in both. Eggs in some form should appear in family meals once or more every day, while they are plentiful.

#### Home Storage Simple

There are four simple ways to preserve eggs at home: by freezing, by dipping in mineral oil, by use of a solution of waterglass or sodium silicate (a clear liquid sold at drug stores), and by sealing them in glass fruit jars filled with carbon dioxide gas. This gas is given off by "dry ice."

#### Timing

Normally during Easter week there is a large consumption of eggs followed by the usual slump. This year it is necessary to maintain a high rate of egg consumption well into the month of May.



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WAR FOOD ADMINISTRATION  
OFFICE OF DISTRIBUTION



# FOOD FACTS FOR FACTORY CHEFS

## INSTITUTIONAL FOOD SERVICE

July, 1944

Western Union Bldg., Atlanta 3, Ga.

Leafy, green, and yellow vegetables really come into their own in summertime, with Victory Gardens from coast to coast helping to swell the supply. String (snap) beans are abundant now in the east...various greens are abundant locally ...and soon green peppers will be plentiful. Feature some of these daily:

<u>Leafy:</u>	Lettuce	Parsley
	Escarole	Water Cress
	Spinach	Mustard
	Beet and turnip greens	Collards
	Swiss chard	Kale
<u>Green:</u>	Peas	Green peppers
	Broccoli	String (snap) beans
	Asparagus	
<u>Yellow:</u>	Carrots	
	Sweet potatoes	
	Yellow squash	

### How to Buy and Store:

For maximum food value, select fresh...crisp...deep-colored vegetables, free from blemishes and soft spots. If vegetables must be stored for a day or so, keep them in a cool, dark place. Ninety percent of their precious Vitamin C will be retained when leafy green vegetables are stored for 24 hours at 40° F., but 50 percent of that vitamin will be lost if they are left at room temperature for 24 hours.

### How to Prepare:

Clean vegetables just before cooking. If vegetables cannot be used immediately after preparation, keep them in ice water or in the refrigerator. Wash leafy vegetables quickly, six or seven times, if necessary, without soaking. Lift them from the water to free the leaves from sand and foreign materials. Clean root vegetables with a stiff brush. Grade them for size before cooking to get the best results. Slice them lengthwise to help preserve food value.

### How to Handle Cooked Vegetables:

Nothing is less appealing to the eye or to the appetite than water-logged, over-cooked vegetables. When cooking and serving vegetables, follow these rules:

1. Prepare vegetables just before they are cooked.
2. Cook quickly, in as little boiling, salted water as possible.
3. Use the steam-jacketed kettle for cooking leafy and green vegetables.
4. Don't add soda to the cooking water.
5. Cook until barely tender (additional cooking occurs on the steam table).
6. Plan the vegetable cooking so that freshly cooked vegetables can be served every 20 to 30 minutes.

An average serving of cooked carrots (3½ ounces) may provide sufficient Vitamin A (carotene) to meet 3 days' requirements of this vitamin for the moderately active man. Turnip greens, swiss chard, and beet greens each provide more than 1 day's needs. Peas provide one-seventh and string (snap) beans, one-eighth of the Vitamin A needs. Cooked turnip greens are also a good source of Vitamin C, providing nearly one-third of the daily requirement.

U.S. GOVERNMENT  
PRINTING OFFICE



### Serve More Vegetables Raw:

Serve a raw vegetable bowl of several varieties of vegetables with a piquant French dressing. Add to the more usual salad vegetables some raw cauliflower... broccoli tops...strips of green pepper...slivers of turnips and carrots, or young tender spinach or chard leaves. Endive and escarole are good bases for salads instead of the more commonly used lettuce.

### Here Are Some Ways to Build Good Will:

Place a bowl of crisp carrot strips and strips of green peppers on the sandwich counter and invite the customers to help themselves. Arrange small tossed green salads at the end of the cafeteria counter as a "special" and appetite tempter.

#### BEET GREENS\*

Ingredients	100 portions		500 portions	
	Measure	Weight	Measure	Weight
Young beet greens		50 pounds		250 pounds
Salted pork cubed and fried until crisp**		2 pounds		8 pounds
Onion, finely chipped		1 pound		4 pounds
Salt	4 ounces			1 pound

Average portion - 4 ounces cooked weight.

#### Method:

1. Wash the beet greens thoroughly in several baths of cold water.
2. Pick over and trim the greens, taking off blemished leaves and coarse stems.
3. Plunge the greens into boiling salted water in steam kettle having just enough water to cook the wilted greens.
4. Cook rapidly until just tender, removing the greens immediately from the water.
5. Drain the greens thoroughly and toss with the diced fried pork, and the onion which has been cooked in the pork fat.

\*Other young greens (-spinach, dandelion, collards, turnip-) may be prepared by the same general method.

\*\*May use 1 pound bacon drippings in place of the salt pork for each 100 portions.

#### TOSSED GREEN SALAD

Ingredients	100 portions		500 portions	
	Measure	Weight	Measure	Weight
Leaf lettuce*		10 pounds		50 pounds
Spinach or other leafy greens**		3 pounds		15 pounds
Shredded raw carrots		6 pounds		18 pounds
Slivered green peppers		1 pound		5 pounds
Sliced fresh tomatoes		10 pounds		50 pounds
French dressing	1 pint		2½ quarts	

Size of portion - 4 ounces

1. Clean the greens thoroughly, drain, and chill.
2. Prepare the vegetables and chill.
3. Cut the leaf lettuce coarsely, and cut the spinach leaves in pieces.
4. Toss the prepared vegetables together until well mixed.
5. Marinate with French Dressing just before serving.

\*Curly endive may be used instead of all or part of the lettuce.

\*\*Any tender young greens, such as collard, dandelion, mustard, turnip greens, may be used instead of the spinach.



August 1944

WAR FOOD ADMINISTRATION  
Office of Distribution  
Washington 25, D.C.

FACT SHEET ON BREAKFAST

The problem: Encourage the worker to get off to a good start with a nutritious breakfast. One study showed that only about one person in five eats a really nourishing breakfast. One of the objectives of the War Food Administration's Industrial Feeding Program is to encourage workers to eat a substantial breakfast, and reports indicate that progress toward this goal is being made.

Why: Breakfast revitalizes and refuels the body after the long hours of fasting. At the time of waking, muscular efficiency is at low ebb. Frequency of meals, as well as the proper selection of food, supplies what it takes to stay on the job. Good meals help to keep you on your toes, make you feel your best, and make you look your best. Breakfast dodgers are in a bad habit rut, and a costly habit it is, too, because it may take its toll in strength, energy, and in accidents caused from fatigue.

Breakfast may well supply about one-third of the day's food requirements for the worker. It is not enough to drink a cup of coffee in the morning, delicious and stimulating as it may be. It may help to dissipate the grogginess, but it won't give you energy when there's a job to be done. Neither will the simple breakfast of fruit juice and coffee give you the nourishment that you need. Although fruit juice is an important item in a good breakfast menu, it must be combined with other essentials to make a nourishing whole.

What: Here is one plan for a good breakfast:

- \*\*Citrus fruit or tomato juice - fresh or canned.
- \*\*Cereal - natural whole grain, or restored.
- \*\*A protein-rich food - eggs, or a combination of eggs, bacon, ham, or sausage.
- \*\*Toast, muffins, or bread - enriched or whole-wheat.
- \*\*Butter or fortified margarine.
- \*\*Milk for cereal.
- \*\*Beverage.

Start with citrus fruit. This year's crop of citrus fruit is the largest on record. The per capita supply will be 5 to 10 percent greater than that of last year.

Loaded with vitamin C, citrus fruit is one of the best sources of this vitamin -- known as the anti-scurvy vitamin. It is true that cases of scurvy are rare in this country, but chronic, moderate deficiencies of vitamin C in the daily diet may lead to increased susceptibility to infections, slowness in the healing of wounds, and unhealthy gums.

One orange, one-half grapefruit, 3 ounces of orange juice (fresh or canned) or 4 ounces of grapefruit juice (fresh or canned), will provide one-half or more of the day's vitamin C need. Ten ounces of tomato juice will contribute

the same amount of vitamin C. Get the citrus juice or tomato juice habit for breakfast and you will be well on your way to your daily vitamin C requirement. Cantaloup or strawberries are good summertime variations.

Surveys indicate that a large percentage of workers do not get their daily requirements of vitamin C. In a recent checkup, a day's diet records were obtained from samplings of the population in each of the 48 states. Forty-five percent of the persons questioned had eaten no citrus fruit or tomatoes at any time during that day. In Kansas, a study of 78 industrial workers showed a vitamin C intake that ranged from 39.7 percent to 84.7 percent of the recommended allowances. Even in the citrus belt of Southern California, where the diet of 1,170 male aircraft workers was studied, the vitamin C in the diet was too low, ranging from 10.7 to 70.2 percent of the amounts recommended by the National Research Council.

Vitamin B<sub>1</sub>, sometimes called the morale-building vitamin, should be included in the industrial worker's breakfast. This vitamin stimulates lagging appetites, is essential for good digestion and energy, for protection of nerves, and for well-being. The active worker can include ham, bacon, or sausage for this vitamin. Whole grain or enriched breads and cereals are another source of B<sub>1</sub>.

E is for Egg -- Egg is for Excellent breakfast! Eggs are a protein food, which adds to the staying power of breakfast. Eggs are a good tissue-building food and supply minerals such as iron, as well as vitamins A, D and B<sub>2</sub>. When eggs are plentiful, eat one a day.

Well-fed workers are healthier, happier, more efficient workers. If you want to get off to a good start for your day at work -- and play -- remember to break your fast with a good breakfast. Get that vitalizing "pep" and energy at the beginning of the day, when your body is in need of refueling.

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Resume

U. S. DEPARTMENT OF AGRICULTURE  
Production and Marketing Administration  
Washington 25, D. C.

November 13, 1945

To: Holders of Industrial Feeding Specialist's Kit  
From: Robert C. Davenport, Acting Chief  
Industrial Feeding Division  
Food Distribution Programs Branch  
Subject: Poster—A DAY'S PATTERN FOR GOOD EATING

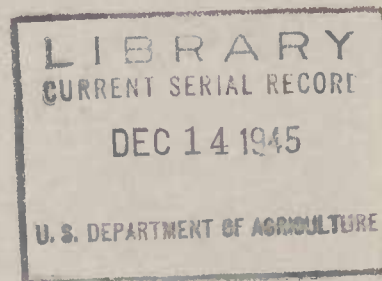
Enclosed is a copy of the most recent nutrition poster developed by U. S. Department of Agriculture.

Add this to Part 1 of your kit, and change the table of contents to read "Series of 5 Posters", adding this legend:

M-1. A Day's Pattern for Good Eating, colorful,  
Strong layout.

Also, change the table of contents to show that the 5 USDA posters, the table tent cards and the Eat a Lunch that Packs a Punch folder are all now free.

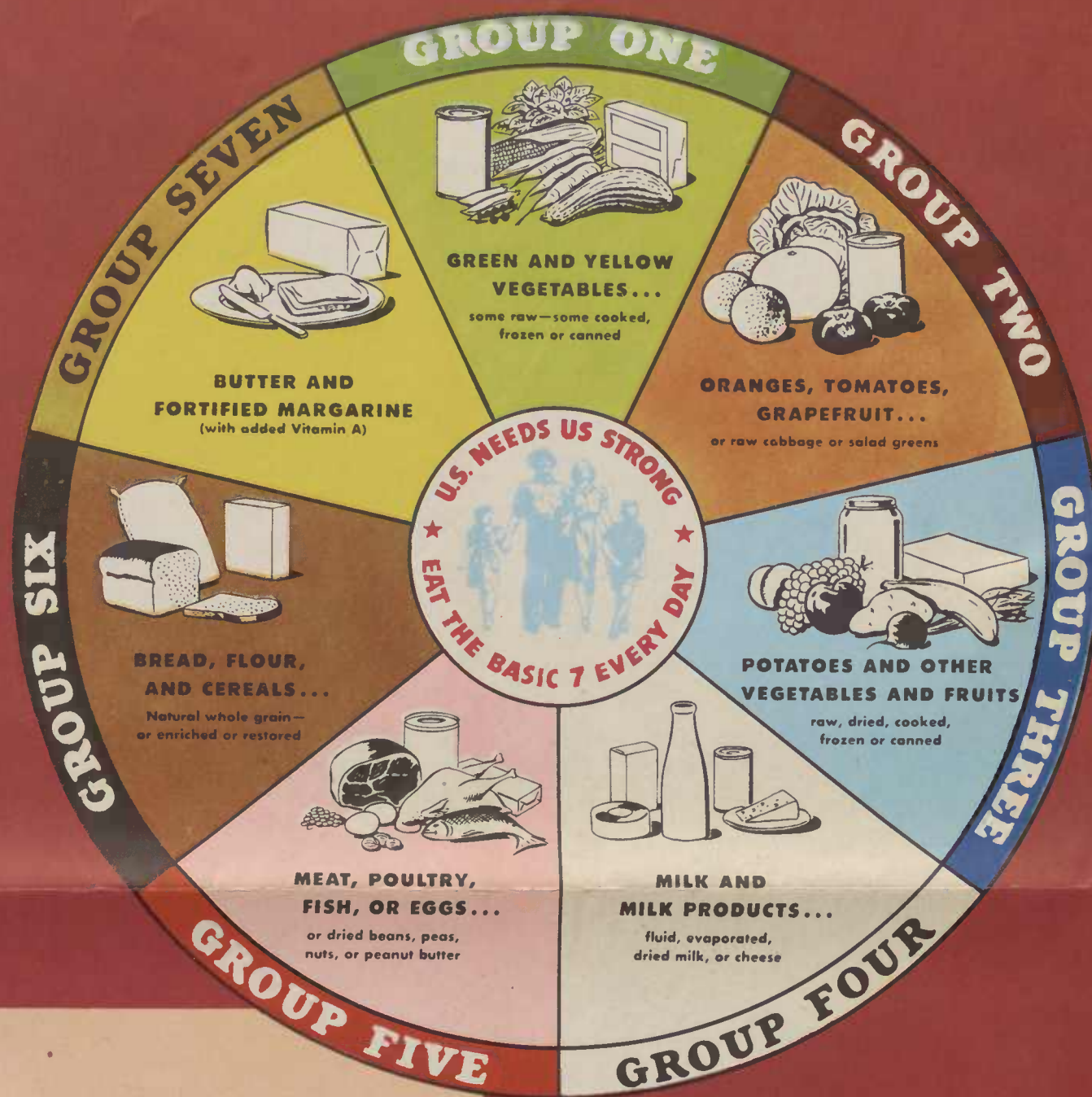
Enclosure





# A DAY'S PATTERN FOR GOOD EATING

FROM THE "BASIC 7" →



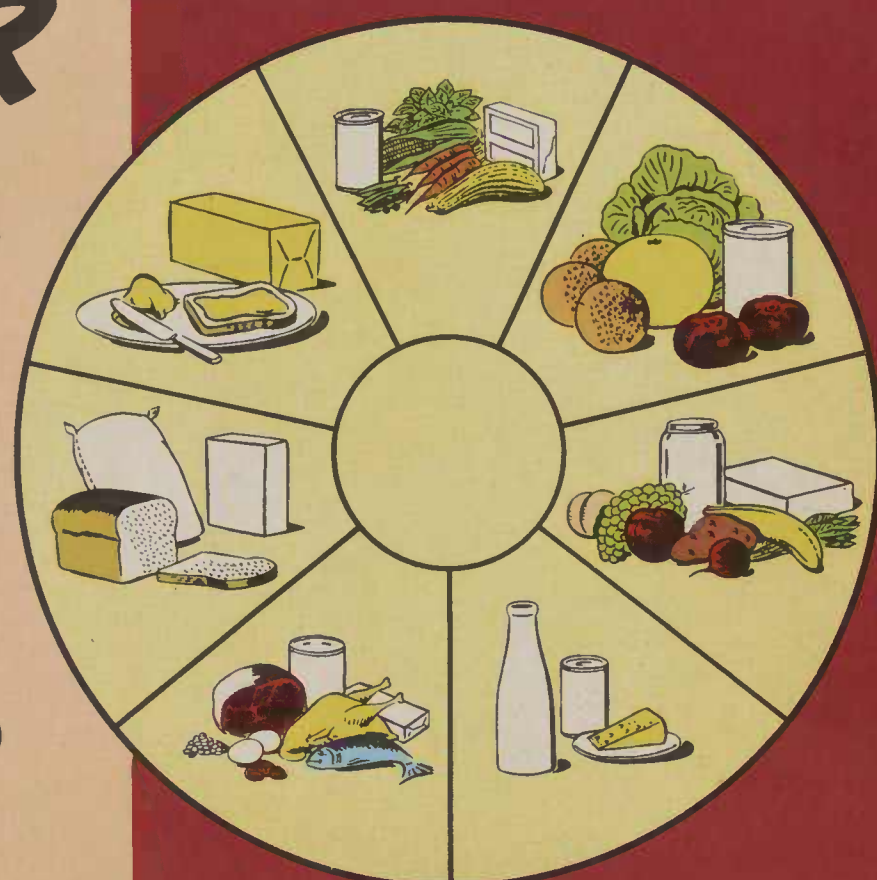
## BREAKFAST

FRUIT  
CEREAL with MILK  
BREAD BUTTER  
(Fortified Margarine)  
BEVERAGE



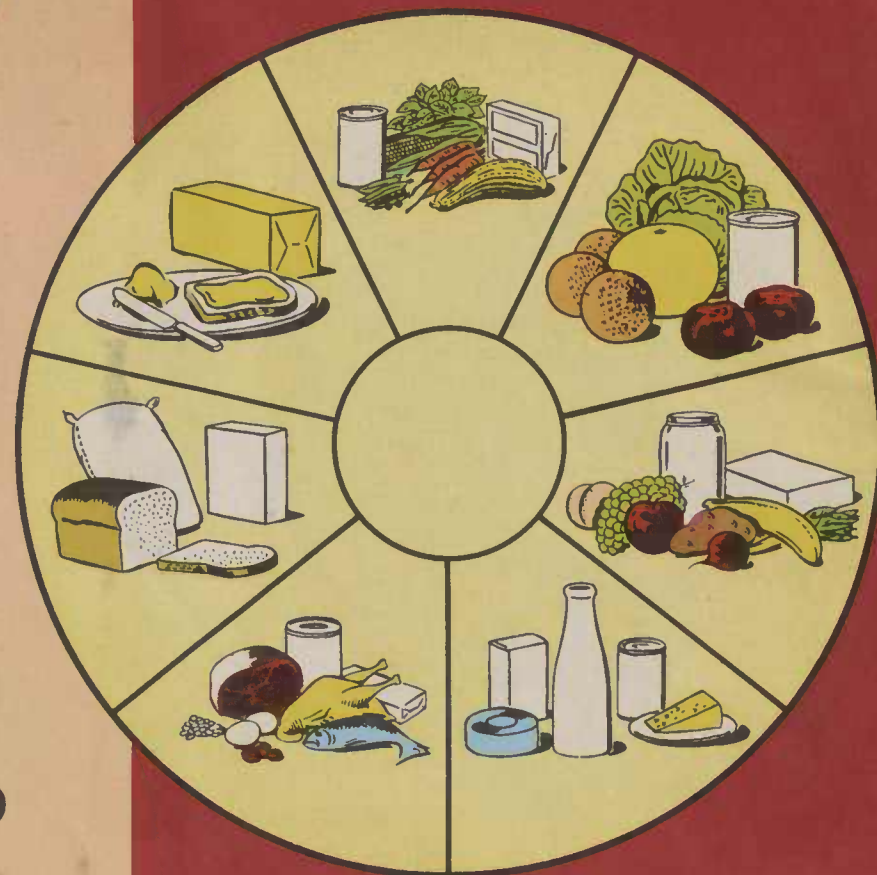
## LUNCH OR SUPPER

MEAT·POULTRY·FISH·EGGS  
CHEESE (Main Dish or Sandwich)  
VEGETABLE—Cooked or Raw  
(GREEN or YELLOW)  
BREAD BUTTER  
(Fortified Margarine)  
FRUIT MILK



## DINNER

MEAT·POULTRY·FISH  
EGGS·CHEESE  
POTATO VEGETABLE  
SALAD  
BREAD BUTTER  
(Fortified Margarine)  
DESSERT BEVERAGE





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U. S. DEPARTMENT OF AGRICULTURE  
Production and Marketing Administration  
Washington 25, D. C.

November 12, 1945

To: Holders of Industrial Feeding Specialist's Manual

From: Robert O. Davenport, Acting Chief  
Industrial Feeding Division  
Food Distribution Program Branch

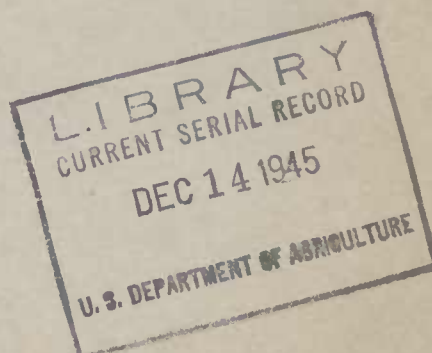
Subject: Industrial Feeding in Metropolitan Areas

*Robert O. Davenport*

Enclosed is the final report on "Industrial Feeding in Metropolitan Areas" which supersedes the preliminary report prepared in August. A copy should be included among your General Operation and Reference Materials, Section II of the Manual.

This report for large plants in metropolitan areas indicates the magnitude and concentration of the industrial feeding problem and should prove useful in conducting food market expansion activities. We are now engaged in tabulating industrial feeding Program Reference Record data for all plants. These will provide a more complete picture of the market in each State.

Enclosure



U. S. DEPARTMENT OF AGRICULTURE  
Production and Marketing Administration  
Washington 25, D. C.

November 1945

Industrial Feeding in Metropolitan Areas

Tabulation of Industrial Feeding Program data for plants employing 1,000 or more workers in 83 metropolitan areas, indicates that 84.4 percent of these plants have some type of food service. Data are available for 1,115 plants--about 90 percent of the plants of this size in metropolitan areas. About a thousand additional large plants, each employing 1,000 or more workers, are located outside of these metropolitan areas.

The 1,115 plants employ 4.7 million workers, about 60 percent of the estimated employment in all manufacturing plants in metropolitan areas during the early part of 1945, when the data were obtained. The plants with food service facilities employ 4.3 million (91 percent) of the workers. Of these, 59 percent are obtaining food on the job.

The concentration of this food market is indicated by the fact that 1.4 million of the 2.4 million workers obtaining food on the job are employed in 459 plants in the 12 metropolitan areas where 50,000 or more workers are being fed each day. These areas and the number being fed are: Chicago, Ill., 226,600; Detroit, Mich., 211,800; Los Angeles, Calif., 154,700; New York, N. Y., 142,700; Baltimore, Md., 140,200; Cleveland, Ohio, 105,000; Newark, N. J., 91,000; Philadelphia, Pa., 83,900; Akron, Ohio, 79,100; Buffalo, N. Y., 67,400; St. Louis, Mo., 60,400; Boston, Mass., 59,300. The 19 areas in which 20,000 to 50,000 workers are served daily account for an additional .6 million being fed in 255 plants. In the 31 areas, therefore, 2 million workers in 714 plants, an average of about 2,800 per plant, are being fed daily.

Table A. - Distribution of Metropolitan Areas Serving Various Numbers of Workers by U. S. Census Divisions

Division	Workers Being Served Daily				
	: All : Less than : 5,000- : 10,000- : 20,000- : 50,000				
	Areas :	5,000	: 10,000	: 20,000	: 50,000 : and over
U. S. Totals	71 1/	10	14	16	19 12
New England	9	1	2	2	3 1
Middle Atlantic	13	2	1	3	3 4
East North Central	18	2	1	5	6 4
West North Central	7	2	1	1	2 1
South Atlantic	8	2	3	1	1 1
East South Central	6	-	3	2	1 -
West South Central	5	-	2	2	1 -
Mountain	1	1	-	-	- 0
Pacific	4	-	1	-	2 1

1/ Excludes 12 areas for which data were insufficient for estimating number served.  
(See footnote 3 of attached table.)

(Over)



Another indication of the concentration of the industrial feeding market is provided by an analysis by States. All 12 metropolitan areas serving 50,000 or more workers, and 13 of the 19 areas serving 20,000 to 50,000 workers daily are located in the twelve most industrialized States which, for all areas reported, account for 85 percent of the total workers served in the 71 areas for which adequate data are available. The following tabulation indicates the number of these larger areas and the total number of workers served in these 12 States.

Table B. - Metropolitan Areas and Number Served in the More Industrialized States

State	Areas Serving		Number Served in All
	20,000 to 50,000	50,000 and over	Areas in the State
Ohio	4	2	359,600
New York	1	2	260,400
Illinois	-	1	242,200
Michigan	-	1	213,800
California	1	1	199,900
New Jersey	1	1	141,000
Maryland	-	1	140,200
Pennsylvania	1	1	137,400
Massachusetts	1	1	111,400
Indiana	1	-	90,100
Missouri	1	1	84,200
Connecticut	2	-	66,900

The 6 remaining areas serving 20,000 to 50,000 are located one each in the States of Wisconsin, Minnesota, Virginia, Kentucky, Oklahoma and Washington.

Of the 722 food services in plants reporting on operation method, 395 (54.7 percent) are operated by industrial feeding contractors, 310 (42.9 percent) by plant management and 17 (2.4 percent) by employee associations or unions. These proportions vary considerably among geographical divisions of the country, as indicated in the following table.

Table C. - Food Service Operation Methods

Division	Operation Method						
	All Plant						
	Food	Management	Contractor	Employee			
	Services	Number	Percent	Number	Percent	Number	Percent
United States	722	310	42.9	395	54.7	17	2.4
New England	67	18	26.9	46	68.6	3	4.5
Middle Atlantic	169	74	43.8	92	54.4	3	1.8
East North Central	259	105	40.5	148	57.2	6	2.3
West North Central	54	33	61.1	21	38.9	-	-
South Atlantic	48	23	47.9	23	47.9	2	4.2
East South Central	31	19	61.3	11	35.5	1	3.2
West South Central	28	11	39.3	17	60.7	-	-
Mountain	3	2	66.7	1	33.3	-	-
Pacific	63	25	39.7	36	57.1	2	3.2

# INDUSTRIAL FEEDING IN METROPOLITAN AREAS

Possession of Facilities, Workers Employed and Being Served Food at Work, Food Service Operation Methods:  
for Plants Employing 1,000 or More Workers 1/

Data Presented for the United States, U. S. Census Divisions, States, and Metropolitan Areas 2/

Division, State, and Area	Plants				Workers						Food Service Operation Method							
	: Total :		: Without :		: In Plants :		: In Plants :		: Being :		: Plant :		: Feeding :		: Employee :		: Not :	
	Number	Number	Percent	Facilities	Number	Number	Percent	Facilities	Number	Percent	Management	Contractor	Assn.	Indicated				
United States	1,115	946	84.4	169	4,743,700	4,315,800	91.0	427,900	2,407,300	59.0 <sup>3/</sup>	310	395	17	224				
New England	150	118	78.7	32	464,700	411,600	88.6	53,100	191,200	46.5	18	46	3	51				
Middle Atlantic	283	222	78.4	61	1,179,600	1,026,100	87.0	153,500	538,800	57.0	74	92	3	53				
East North Central	388	339	87.4	49	1,612,400	1,499,400	93.0	113,000	933,800	63.0	105	148	6	80				
West North Central	69	57	82.6	12	250,700	207,400	82.7	43,300	148,900	71.8	33	21	-	3				
South Atlantic	70	64	91.4	6	404,000	382,300	94.6	21,700	204,700	59.5	23	23	2	16				
East South Central	46	40	87.0	6	168,700	130,500	77.4	38,200	79,200	75.2	19	11	1	9				
West South Central	36	33	91.7	3	160,100	155,000	96.8	5,100	67,300	47.9	11	17	-	5				
Mountain	4	4	100.0	-	9,400	9,400	100.0	--	4,900	52.1	2	1	-	1				
Pacific	69	69	100.0	-	494,100	494,100	100.0	--	238,500	57.2	25	36	2	6				
New England																		
Massachusetts	79	61	77.2	18	252,600	225,400	89.2	27,200	111,400	49.4	12	22	1	26				
Boston	37	31	83.8	6	130,600	118,800	90.9	11,800	59,300	49.9	5	13	-	13				
Springfield	15	14	93.3	1	43,400	42,300	97.5	1,100	22,000	52.1	3	5	-	6				
Fall River-																		
New Bedford	18	7	38.9	11	31,300	17,000	54.3	14,300	12,100	71.2	2	2	1	2				
Lynn	2	2	100.0	-	27,000	27,000	100.0	--	8,300	30.8	2	-	-	-				
Worcester	7	7	100.0	-	20,300	20,300	100.0	--	9,700	47.8	-	2	-	5				
Rhode Island																		
Providence	24	16	66.7	8	57,900	41,900	72.4	16,000	12,900	30.7	4	5	2	5				
Connecticut	47	41	87.2	6	154,200	144,300	93.6	9,900	66,900	46.4	2	19	-	20				
Hartford	20	17	85.0	3	70,800	65,400	92.4	5,400	30,700	46.9	-	9	-	8				
Bridgeport	18	16	88.9	2	59,900	56,600	94.5	3,300	31,300	55.3	2	7	-	7				
New Haven	9	8	88.9	1	23,500	22,300	94.9	1,200	4,900	22.0	-	3	-	5				
Middle Atlantic																		
New York	146	119	81.5	27	555,900	510,800	91.9	45,100	260,400	58.3	47	51	2	19				
New York	70	49	70.0	21	279,500	244,000	87.3	35,500	142,700	58.5	12	28	1	8				
Buffalo-Niagara	34	31	91.2	3	115,400	111,000	96.2	4,400	67,400	60.7	11	17	-	3				
Rochester	21	21	100.0	-	68,500	68,500	100.0	--	37,000	54.0	15	2	1	3				
Albany	8	7	87.5	1	58,000	56,400	97.2	1,600	4/	--	2	2	-	3				
Syracuse	10	9	90.0	1	25,500	23,200	91.0	2,300	13,300	57.1	6	1	-	2				
Utica	3	2	66.7	1	9,000	7,700	85.6	1,300	4/	--	1	1	-	-				



## INDUSTRIAL FEEDING IN METROPOLITAN AREAS, continued

Division, State, and Area	Plants				Workers						Food Service			
					In Plants		In Plants		Being		Operation Method			
	Total Number	With Facilities	Without Facilities	Percent	Total Number	With Facilities	Without Facilities	Percent	Served Number	Percent	Plant Management	Feeding Contractor	Employee Assn.	Not Indicated
New Jersey	48	39	81.3	9	294,600	251,200	85.3	43,400	141,000	60.0	13	12	-	14
Newark	26	22	84.6	4	157,800	148,500	94.1	9,300	91,000	61.3	4	6	-	12
Camden	2	1	50.0	1	45,600	16,200	35.5	29,400	4/	--	1	-	-	-
Paterson	2	2	100.0	-	30,000	30,000	100.0	--	22,100	73.6	-	1	-	1
Trenton	7	6	85.7	1	27,700	26,700	96.4	1,000	15,400	57.8	3	3	-	-
Elizabeth	6	4	66.7	2	25,400	22,900	90.2	2,500	9,000	39.3	3	-	-	1
Jersey City	5	4	80.0	1	8,100	6,900	85.2	1,200	3,500	50.4	2	2	-	-
Pennsylvania	89	64	71.9	25	329,100	264,100	80.2	65,000	137,400	52.0	14	29	1	20
Philadelphia	31	30	96.8	1	135,500	134,000	98.9	1,500	83,900	62.6	7	14	-	9
Pittsburgh	46	24	52.2	22	154,100	94,600	61.4	59,500	34,700	36.7	5	11	-	8
Eric	6	6	100.0	-	27,400	27,400	100.0	--	14,400	52.6	1	4	-	1
Reading	6	4	66.7	2	12,100	8,100	66.9	4,000	4,400	54.8	1	-	1	2
East North Central														
Ohio	134	115	85.8	19	542,300	507,100	93.5	35,200	359,600	70.9	37	32	-	46
Cleveland	58	50	86.2	8	159,900	146,600	91.7	13,300	105,000	71.6	7	11	-	32
Akron	8	7	87.5	1	100,400	98,600	98.2	1,800	79,100	80.2	3	1	-	3
Cincinnati	22	19	86.4	3	74,400	70,600	94.9	3,800	47,900	67.9	11	8	-	-
Toledo	14	14	100.0	-	49,300	49,300	100.0	--	33,600	68.2	2	11	-	1
Dayton	10	9	90.0	1	45,400	43,400	95.6	2,000	30,900	71.1	8	1	-	-
Youngstown	8	6	75.0	2	41,200	37,100	90.1	4,100	14,700	39.5	1	-	-	5
Columbus	7	5	71.4	2	36,500	32,600	89.3	3,900	30,100	92.2	5	-	-	-
Canton	7	5	71.4	2	35,200	28,900	82.1	6,300	18,300	63.4	-	-	-	5
Indiana	37	31	83.8	6	211,600	169,300	80.0	42,300	90,100	53.2	13	14	1	3
Indianapolis	16	15	93.8	1	68,300	67,100	98.2	1,200	49,400	73.6	8	6	1	-
Evansville	7	6	85.7	1	49,200	37,700	76.6	11,500	17,200	45.7	2	3	-	1
South Bend	5	4	80.0	1	37,000	35,400	95.7	1,600	12,000	33.8	2	2	-	-
Gary	3	1	33.3	2	30,100	3,500	11.6	26,600	2,000	57.0	-	1	-	-
Fort Wayne	6	5	83.3	1	27,000	25,600	94.8	1,400	9,500	37.0	1	2	-	2
Illinois	113	94	83.2	19	395,700	370,000	93.5	25,700	242,200	65.5	38	30	-	26
Chicago	108	90	83.3	18	366,100	341,800	93.4	24,300	226,600	66.3	34	30	-	26
Peoria	5	4	80.0	1	29,600	28,200	95.3	1,400	15,600	55.4	4	-	-	-

## INDUSTRIAL FEEDING IN METROPOLITAN AREAS, continued

Division, State, and Area	Plants				Workers						Food Service			
					In Plants		In Plants		Being		Operation Method			
	Total :Number	With Facilities :Number	Without :Percent	Facilities :Facilities	Total :Number	With Facilities :Number	Without :Percent	Facilities :Facilities	Served :Number	:Percent	Plant :Management	Feeding :Contractor	Employee :Assn.	Not :Indicated
Michigan	74	72	97.3	2	352,200	350,000	99.4	2,200	213,800	64.4	10	58	-	4
Detroit	68	67	98.5	1	328,500	327,300	99.6	1,200	211,800	64.7	10	54 5/	-	3
Flint	3	3	100.0	-	17,900	17,900	100.0	--	4/	--	-	2	-	1
Grand Rapids	3	2	66.7	1	5,800	4,800	82.8	1,000	2,000	41.3	-	2	-	-
Wisconsin Milwaukee	30	27	87.1	3	110,600	103,000	93.1	7,600	28,100	27.3	7	14	5	1
West North Central														
Minnesota	22	19	86.4	3	72,400	60,900	88.3	8,500	41,100	64.3	11	8	-	-
Minneapolis- St. Paul	19	16	84.2	3	64,800	56,300	86.9	8,500	39,000	69.3	11	5	-	-
Duluth	3	3	100.0	-	7,600	7,600	100.0	--	2,100	27.9	-	3	-	-
Iowa Des Moines	3	2	66.7	1	20,400	3,600	21.4	16,800	2,100	56.8	1	1	-	-
Missouri	35	27	77.1	8	123,700	105,700	85.4	18,000	84,200	79.7	15	9	-	3
St. Louis	29	21	72.4	8	93,000	75,000	80.7	18,000	60,400	80.5	13	5	-	3
Kansas City	6	6	100.0	-	30,700	30,700	100.0	--	23,800	77.4	2	4	-	-
Nebraska Omaha	4	4	100.0	-	10,200	10,200	100.0	--	5,600	54.4	4	-	-	-
Kansas Wichita	5	5	100.0	-	24,000	24,000	100.0	--	15,900	66.2	2	3	-	-
South Atlantic														
Delaware Wilmington	10	7	70.0	3	30,100	17,500	58.1	12,600	10,000	57.1	2	2	-	3
Maryland Baltimore	27	26	96.3	1	212,500	209,500	98.6	3,000	140,200	66.9	9	10	-	7
District of Columbia Washington	1	1	100.0	-	22,000	22,000	100.0	--	4/	--	-	1	-	-



## INDUSTRIAL FEEDING IN METROPOLITAN AREAS, continued

Division, State, and Area	Plants				Workers						Food Service Operation Method			
					In Plants		In Plants:		Being					
	Total :Number	With Facilities :Number	Without :Percent	Facilities :Facilities	Total :Number	With Facilities :Number	Without :Percent	Facilities :Facilities	Served :Number	Percent :Percent	Plant :Management	Feeding :Contractor	Employee :Assn.	Not :Indicated
Virginia	11	10	90.9	1	79,800	74,900	93.9	4,900	31,500	51.8	5	2	-	3
Norfolk	5	5	100.0	-	60,800	60,800	100.0	--	31,500	51.8	2	1	-	2
Richmond	6	5	83.3	1	19,000	14,100	74.2	4,900	4/	--	3	1	-	1
Georgia	13	13	100.0	-	20,900	20,900	100.0	--	14,600	69.9	5	6	1	1
Columbus	6	6	100.0	-	10,900	10,900	100.0	--	6,200	56.4	3	2	1	-
Atlanta	5	5	100.0	-	7,900	7,900	100.0	--	6,400	81.0	2	3	-	-
Augusta	2	2	100.0	-	2,100	2,100	100.0	--	2,000	99.0	-	1	-	1
Florida	8	7	87.5	1	38,700	37,500	96.9	1,200	8,400	23.8	2	3	1	2
Jacksonville	3	3	100.0	-	18,300	18,300	100.0	--	5,400	29.3	1	1	1	-
Tampa														
St. Petersburg	4	3	75.0	1	18,200	17,000	93.4	1,200	3,000	17.4	-	2	-	2
Miami	1	1	100.0	-	2,200	2,200	100.0	--	4/	--	1	-	-	-
East South Central														
Kentucky														
Louisville	9	9	100.0	-	25,300	25,300	100.0	--	23,900	94.6	3	1	-	5
Tennessee	22	19	86.4	3	56,300	47,300	84.0	9,000	30,400	68.9	11	5	1	2
Memphis	8	8	100.0	-	23,500	23,500	100.0	--	15,400	65.3	4	3	-	1
Nashville	5	5	100.0	-	12,700	12,700	100.0	--	9,000	70.9	3	1	-	1
Knoxville	5	4	80.0	1	10,900	7,900	72.5	3,000	6,000	75.4	2	1	1	-
Chattanooga	4	2	50.0	2	9,200	3,200	34.8	6,000	4/	--	2	-	-	-
Alabama	15	12	80.0	3	87,100	57,900	66.5	29,200	24,900	47.8	5	5	-	2
Birmingham	8	5	62.5	3	41,000	11,800	28.8	29,200	9,800	82.7	3	1	-	1
Mobile	5	5	100.0	-	40,300	40,300	100.0	--	15,100	37.5	-	4	-	1
Sheffield	2	2	100.0	-	5,800	5,800	100.0	--	4/	--	2	-	-	-
West South Central														
Louisiana														
New Orleans	9	9	100.0	-	30,000	30,000	100.0	--	18,400	61.2	1	8	-	-

## INDUSTRIAL FEEDING IN METROPOLITAN AREAS, continued

Division, State, and Area	Plants				Workers						Food Service Operation Method			
	Total		Without		Total		Without		Being		Plant		Feeding	
	Number	Percent	Facilities	Facilities	Number	Percent	Facilities	Facilities	Number	Percent	Management	Contractor	Employee	Not
Oklahoma	7	85.7	1	49,200	47,700	97.0	1,500	21,400	64.2	4	1	-	1	
Oklahoma City	4	100.0	-	33,300	33,300	100.0	--	21,400	64.2	3	1	-	-	
Tulsa	3	66.7	1	15,900	14,400	90.6	1,500	4/	--	1	-	-	-	1
Texas	20	90.0	2	80,900	77,300	95.6	3,600	27,500	35.6	6	8	-	-	4
Houston	9	88.9	1	36,900	35,300	95.7	1,600	11,700	33.2	2	5	-	-	1
Dallas	5	80.0	1	23,000	21,000	91.3	2,000	8,500	40.6	-	2	-	-	2
Fort Worth	6	100.0	-	21,000	21,000	100.0	--	7,300	34.5	4	1	-	-	1
Mountain														
Colorado														
Denver	4	100.0	-	9,400	9,400	100.0	--	4,900	51.9	2	1	-	-	1
Pacific														
Washington	8	100.0	-	111,200	111,200	100.0	--	38,600	43.8	-	4	-	-	4
Seattle	7	100.0	-	88,200	88,200	100.0	--	38,600	43.8	-	4	-	-	3
Tacoma	1	100.0	-	23,000	23,000	100.0	--	4/	--	-	-	-	-	1
Oregon														
Portland	2	100.0	-	54,400	54,400	100.0	--	4/	--	-	-	-	-	2
California	59	100.0	-	328,500	328,500	100.0	--	199,900	60.9	25	32	2	-	-
Los Angeles	35	100.0	-	240,900	240,900	100.0	--	154,700	64.2	14	19	2	-	-
San Francisco	21	100.0	-	76,800	76,800	100.0	--	38,000	49.5	10	11	-	-	-
Oakland	21	100.0	-	10,800	10,800	100.0	--	7,200	66.5	1	2	-	-	-
San Diego	3	100.0	-											

November 1945

- 1/ Tabulation of data reported on Industrial Feeding Program Permanent Record Form, in connection with program operations during 1945.
- 2/ Based on U. S. Census Metropolitan Areas. Does not include plants located in adjacent States, i.e., Jersey City plants are tabulated separately, although part of the defined New York Area.
- 3/ Based on total of 4,078,500 workers in 917 plants with facilities. Omitted from percentage calculations because of insufficient data on number served, are 237,300 workers in 29 plants with facilities in 12 areas, as follows: Albany, N. Y., 56,400 workers, 7 plants; Utica, N. Y., 7,700 workers, 2 plants; Camden, N. J., 16,200 workers, 1 plant; Flint, Mich., 17,900 workers, 3 plants; Washington, D. C., 22,000 workers, 1 plant; Richmond, Va., 14,100 workers, 5 plants; Miami, Fla., 2,200 workers, 1 plant; Chattanooga, Tenn., 3,200 workers, 2 plants; Sheffield, Ala., 5,800 workers, 2 plants; Tulsa, Okla., 14,400 workers, 2 plants; Tacoma, Wash., 23,000 workers, 1 plant; Portland, Ore., 54,400 workers, 2 plants; Percent served for States and Divisions in which the above areas are located are based upon the number of workers in areas for which sufficient data are available.
- 4/ Insufficient data. 5/ In 6 of these plants management operates a separate food service, primarily for office personnel.



1.9422  
N 2 I N 21  
Rise

November 11, 1945

To: Members of Theatrical Feeding Specialists' XI

From: Robert C. Edwards, Acting Chief  
Industrial Feeding Division  
Food Distribution Program Branch

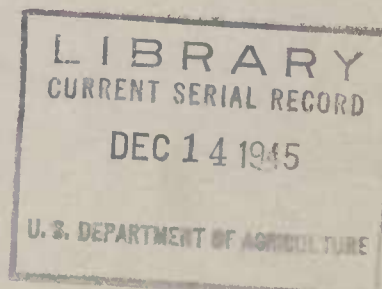
Subject: Something for Nothing Film

Enclosed is a flyer covering the new Disney film which is now available for life-theatrical screenings.

Add the following listing on Page 3, Part I of your film's table of contents:

Something for Nothing 8mm reel, 10 min, sound, color  
film produced by Walt Disney Productions. 4700  
INDA, Washington 25, D. C.

Enclosure



*Something  
you  
didn't eat*

## THE STORY OF NUTRITION



Produced by

Walt Disney Productions



Filmed in Technicolor



Sponsored by the Office of War Information and  
the War Activities Committee of the Motion  
Picture Industry in behalf of the U. S. Department  
of Agriculture.



# HIGHLIGHTS FROM THE FILM "SOMETHING YOU DIDN'T EAT" BY WALT DISNEY PRODUCTIONS



Let your mem'ry take you backwards,  
Back to days when you were young.  
To the time you saw that apple tree  
With luscious apples hung.  
Now those apples were a little green.

And you well understood,  
Green apples were forbidden fruit.  
But, gosh... they tasted good!



Well, a dozen apples later,  
To your rather great surprise,  
Green spots and purple polka dots  
Went dancing past your eyes.



Then everything went hazy,  
And the next thing that you knew,  
The face of old Doc Jenkins  
Was a looking down at you;  
"I think you'll live," the doctor said,  
"We needn't operate,  
Simply just another case  
Of 'something that you ate'."



How many of us ever consider the  
other side of the picture—the re-  
sults of "something you didn't eat."  
Let's go back in history for a  
moment. The year is 1747; aboard  
the English Frigate, *The Salisbury*,  
an all too familiar ceremony is  
being held—burial at sea.



Scurvy, that mysterious malady, has  
struck again. Dr. Lind, the ship's  
surgeon, is puzzled. He feels sure  
there is some connection between  
scurvy and the food the men eat.  
But what can it be? Meat—Broth—  
Biscuits—Men should thrive on this.



He tries an experiment. Each day  
two of these men have two oranges  
and a lemon added to their diet.  
But before six days have passed  
these men have recovered. In the  
words of Dr. Lind, "The most  
sudden and visible good effects  
were perceived."



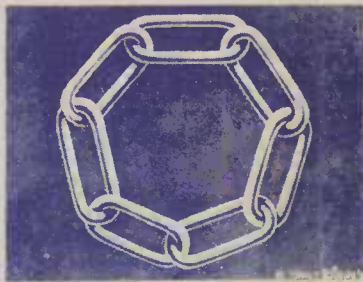
In 1890, while investigating the  
tropical disease, beri-beri, Dr.  
Eijkmann, a physician in Java,  
made another astounding discovery.  
Natives who lived on a diet of  
polished rice sickened and died.



But those whose diet was changed  
to include unpolished whole-grain  
rice staged an almost miraculous  
recovery! This time the conclusion  
was obvious: Something within the  
thin husk of a grain of rice was  
essential to health.



Twentieth century science has taken  
the discoveries of pioneers like Lind  
and Eijkmann—plus a great many  
discoveries made since then—and  
arrived at definite facts linking  
food to health—



There are various types of foods,  
each one containing substances  
essential to health... to build up a  
well-rounded diet. These foods  
interlock like the links of a chain.  
Omit a single one of these necessary  
substances, and the chain snaps.



We know now that Lind had dis-  
covered a weak link in that chain;  
and that the "something" in  
oranges and lemons which repaired  
this link was vitamin C—found not  
only in citrus fruits, but also in  
tomatoes, raw cabbage and salad  
greens.



Yes, and we know today that Dr.  
Eijkmann had discovered Vitamin  
B1—found in *all* grains and in their  
products—



Bread, flour, cereals—if natural  
whole grain or enriched or restored.



Here's the irony of it. Here we are,  
in the greatest food producing  
nation in the world—and yet, out  
of every *ten* people in this country,  
*seven* have weak links in their diet  
—because of "something they  
*didn't* eat."



People like the Jones family. Think  
for a moment—Mrs. Jones. That  
"schoolgirl complexion," is it com-  
ing from the dinner table or the  
dressing table?



And as for you, Mr. Jones. Your  
posture—not quite all it should be,  
is it? And how about that old pep?  
Been "in conference" a lot lately?



Now such symptoms can arise from  
other causes, but very often they are  
signals—danger signals which warn  
of wrong eating habits. To under-  
stand this, let's look at Mr. Jones.  
We find he is made up of:—About  
fifty quarts of water—enough to fill  
a small aquarium.



Enough calcium to whitewash a  
chicken coop.



Enough fat to make seven bars of  
soap.



Sufficient sulphur and phosphorus  
to make a box of matches.



Enough iron to make a small shingle  
nail.



And smaller quantities of copper,  
zinc, and other materials.



Now Mrs. Jones can't very well  
serve a meal of soap, whitewash,  
matches and shingle nails. No, she  
must learn to choose the foods that  
contain the essential substances in  
these things.



And here's a simple way to provide  
every essential. From Vitamin A to  
mineral zinc—the Basic Seven! De-  
signed by leading nutritional au-  
thorities, the Basic Seven divides  
the most important foods into  
seven basic groups. How does it  
work?



**SOUND MOVIES ON**

# **GOOD FOOD *and* HOW TO GET IT**

**AVAILABLE IN 16 MM.  
FREE FOR YOUR GROUP**

☆ **SOMETHING YOU DIDN'T EAT \***

The story of nutrition told dramatically in a color cartoon movie by Walt Disney Productions. 16-mm. prints available after September 1, 1945. 9 minutes.

☆ **CANNING THE VICTORY CROP**

The best methods of home canning shown step by step in beautiful color. 22 minutes.

☆ **SAVING THE GARDEN CROP \***

How to make the Victory Garden last all year 'round by proper drying, storing, etc. 13 minutes.

☆ **CURING PORK COUNTRY STYLE**

Curing and smoking shown in easy-to-follow steps. Part color. 20 minutes. Take-home leaflet available.

☆ **LIVE AT HOME**

How a farmer can supply nearly all a family's food needs. Color. 11 minutes.

☆ **THE MAN  
WHO MISSED HIS BREAKFAST \***

A little story about a family that learned to eat right. 13 minutes.

**TO OBTAIN, SEE OTHER SIDE**



# TO OBTAIN MOVIES



Prints of the movies listed on the other side can be borrowed free in 16-mm. size by any group interested in showing them. Your County Agent may have a print of the one you want. If not, it can be borrowed from your State University film library, your State Agricultural Extension Service, or other film libraries. Some film libraries may make a small handling charge.

Titles on the list followed by an (\*) are available also in 35-mm. size through your State Extension Service.

For further information on these films or for the name and address of the nearest film library, see your County Agent or Home Demonstration Agent or write the Motion Picture Service, Office of Information, U. S. Department of Agriculture, Washington 25, D. C. A complete catalog of USDA films will be mailed free upon request.

**U. S. Department of Agriculture**

## BREAKFAST



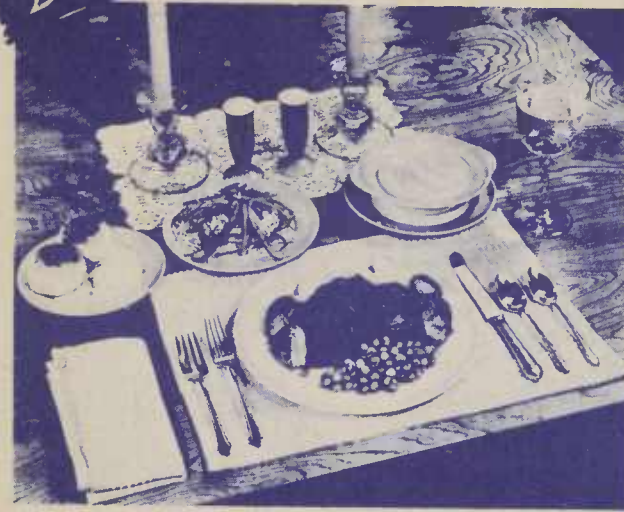
Well, here's a breakfast Mrs. Jones might select from the chart. From group two—orange juice. From group six—cereal. From group four—milk. From group five—soft-boiled eggs. From group seven—butter or fortified margarine. That should start the day off right.

## LUNCH



Now let's see what the chart provides for pop's lunch box. From group one—green and yellow vegetables. From group four—milk. From group five—meat and from group six—bread for sandwiches. And from group three—apples for apple pie. That should hold him till evening.

## DINNER



And as for dinner. Well, pot roast with browned potatoes and vegetables, cole slaw salad, hot biscuits, topped off with some fruit, that ought to hit the spot!

Here's food for thought, Mrs. Jones. When you plan your meals you are more than a housewife doing a daily chore—You are a skilled architect—building a family with vigorous bodies and alert minds able to get the most out of living. Yes, by using the Basic Seven you can keep the nation strong and free from the threat of "something you didn't eat."

## Theater Showings in Your City— And How You Can Help

SOMETHING YOU DIDN'T EAT is being shown in some theaters beginning June 28 and during July and August, continuing in other theaters for about 20 weeks.

Before SOMETHING YOU DIDN'T EAT is scheduled to be shown in your community theater, see your theater manager and offer your cooperation in interesting nutrition committee members and nutrition-minded people in promoting a big turn-out when the picture is shown.

Help make the most of the film's nutritional message.

Get copies of the "National Wartime Nutrition Guide" for distribution to interested persons.

Exhibit "Basic Seven" food-chart posters in your public library, your post office, and in other public places.

Arrange tie-in nutritional exhibits in the theater lobby, in

stores, in the schools, in the library. Food stores especially should be interested in cooperating by arranging tie-in window and floor displays.

See the schools about nutritional essay contests.

Almost every theater owner in the United States is cooperating with the War Activities Committee of the Motion Picture Industry by showing "war films." This is one of them. If your theater manager has not already shown SOMETHING YOU DIDN'T EAT, ask him when it is scheduled. If he hasn't scheduled it, ask him to get in touch with the nearest Warner Bros. Exchange immediately. He can obtain the film without charge.

Offer your cooperation. Emphasize the importance of the nutritional message and explain the help that you and your group can give in contributing to the success of the performance by promoting the picture by means of tie-in exhibits, posters, talks, and nutritional literature.

## Arrange Non Theatrical Showings after September 1

Get your nutrition committee together before September 1 when 16-mm. prints of SOMETHING YOU DIDN'T EAT will be available for showings to interested groups. Because of the limited number of prints available, it is advisable to plan your showing well in advance. In that way you also have opportunity to arrange for much the same sort of tie-in exhibits, posters, and literature that are applicable to theater showings. Plan food displays using available foods. Contact leaders of groups that might be interested in seeing this film by Walt Disney Productions. Arrange a tentative date or preferably a series of tentative dates so that if the film is not available on the date of your first choice, it may be available on a later date.

## Possible Audiences

SOMETHING YOU DIDN'T EAT will prove of real interest to:

- |                    |                     |
|--------------------|---------------------|
| Nutrition meetings | Fraternal societies |
| Luncheon clubs     | Civic organizations |
| Women's groups     | Church groups       |
| Farm groups        | Schools             |
| Labor groups       | Colleges            |

## How to Obtain the Film

Prints of SOMETHING YOU DIDN'T EAT in 16-mm. size are available, on loan, to any group interested in showing the picture. Apply to:

Office of Information  
U. S. Department of Agriculture  
Washington 25, D. C.

*Something  
you  
didn't eat*

## THE STORY OF NUTRITION



Produced by  
Walt Disney Productions



Filmed in Technicolor



Sponsored by the Office of War Information and the War Activities Committee of the Motion Picture Industry in behalf of the U. S. Department of Agriculture.



U. S. DEPARTMENT OF AGRICULTURE  
Production and Marketing Administration  
Washington 25, D. C.

October 28, 1946

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To: Holders of Industrial Feeding Specialist's Eitz

From: Robert G. Davenport, Acting Chief  
Industrial Feeding Programs Division  
Food Distribution Program Branch

Subject: INDUSTRIAL FEEDING - IN PEACE TIME  
Consumer Time Broadcast about Thompson Aircraft Products Co.  
Nutrition Program

Enclosed is a copy of the broadcast script on Consumer Time September 15. Electrical transcriptions are available, and these can be used on any playback turntable, that will take a 18-inch record and will run at 33 rpm.

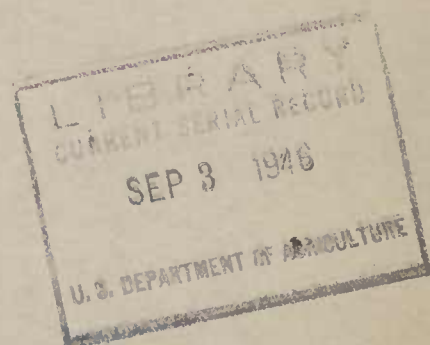
This script should be added to Page I of your Eitz, and noted as follows on page 4 of the table of contents (the same notation should appear under Radio Scripts and Radio Transcriptions):

Industrial Feeding - In Peace Time—Broadcast about  
Thompson Aircraft Products Co., Cleveland, Ohio,  
nutrition program. Consumer Time. WBC. 15 minutes.

This script tells a good story of the TAPCO program, and it might serve many uses.

Additional copies of the script are available. If you should wish a supply, please let us know promptly.

Enclosure



CONSUMER TIME

INDUSTRIAL FEEDING - IN PEACE-TIME

NETWORK: NBC

DATE: September 15, 1945

ORIGIN: WRC

TIME: 12:15-12:30 PM - EWT

(Produced by the U. S. Department of Agriculture...this script is for reference only...and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than twelve years in the interest of consumers.)

-000-

1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.
5. JOHN: Today on CONSUMER TIME, we're going to hear a war story that has been "reconverted"...reconverted to a story of peacetime America.
6. FREYMAN: Yes, Johnny, and although nearly everybody knows something about this story, the dramatic details are actually thrilling to hear.
7. JOHN: And so, Mrs. Freyman, as we promised last week, today we're going to hear how during the war...and now, during the peace...millions of industrial workers are eating good healthful balanced meals, while they're on the job!
8. FREYMAN: First off, it sounds maybe like a perfectly simple, everyday matter...naturally working people have to eat lunch...and dinner too, on the night shift...I mean, that's elementary. If you are going to work, you have to eat.



9. JOHN: Yes, it sounds elementary enough...but actually, it took this war to make us generally conscious of the importance of the problem of what and how our people eat, while at work.
10. MAN: (WITH SOME PROJECTION) For although there was such a thing as in-plant feeding in the days before the war, when the gigantic task of all-out war production began, feeding workers on the job had to be done on a far wider scale. First, there were tremendous increases in plant labor forces.
11. WORKER: Then they added the swing shift and the graveyard shift in plants all over the country.
12. WOMAN WORKER: Besides that, many of these plants were built in out of the way places, so we workers couldn't even get to a restaurant.
13. WORKER: And they didn't want us carrying lunch boxes inside the gates anyhow...for "security reasons". Besides, my old lady works in a plant too, and she was always too busy to fix any lunch for me.
14. JOHN: Yes...there were lots of reasons for the increase in on-the-job feeding during the war. And the U. S. Department of Agriculture encouraged and advised on the installation of in-plant feeding facilities.
15. FREYMAN: But Johnny, I think probably the most important development in this country's industrial feeding program, is not only that it is done on a much wider scale, and not only that it is now a permanent thing in industry...but that so many industrial workers have learned what a balanced meal is...and they are selecting proper diets in their cafeterias and lunchrooms. You can't say that knowledge like that comes easily.

16. JOHN: Far from it, Mrs. Freyman! Teaching us to eat, is somehow no job at all. But teaching us what and how to eat seems to be a tough one. Now you can imagine, if you've been doing a back-breaking job all morning, you want a hefty lunch ...meat, potatoes...pie and coffee. You don't want to bother playing around with a few string beans or a lettuce salad.
17. FREYMAN: No, that's true of course...
18. JOHN: Well, if you're going to do a good job, and be healthy, and not miss days at work, the important thing is to eat a balanced diet, and that diet isn't balanced without green vegetables.
19. FREYMAN: Yes, we all know that, but it's sometimes a hard rule to follow.
20. JOHN: Well, can you imagine a big industrial plant trying to teach, say, ten thousand workers, to choose the right combinations of foods, on their cafeteria trays?
21. FREYMAN: I'd hate to be the one to attempt it!
22. JOHN: Well, it seems that's the big thing in industrial feeding nowadays. You see, many many plants have beautiful cafeterias, and lunch wagons for between-meal snacks. Lots of them have cheery lunchrooms where people can eat the lunches they bring from home. But you've got to have something more. You've got to have some way of helping these folks pick out good, balanced meals.
23. FREYMAN: And that's one big step which has been taken during the war.
24. JOHN: It certainly is. And this important program of nutrition education is continuing through reconversion, and will keep on growing. Now...suppose we take one plant as an example, and find out what these folks did toward actually persuading the workers to choose a good, balanced diet.



25. MAN: The Thompson Aircraft Products Company at Cleveland, Ohio... now reconverting to peacetime production...continues to carry on one of the most ambitious in-plant feeding programs in the country.
26. FREYMAN: At TAPCO, there are two large cafeterias, where, during peak wartime production, 10,000 people ate every day. There are 8 cafeteria lines; 16 food wagons for between meal snacks, and two snack bar lines. They go all-out for cleanliness in the plant. The eating utensils are purified by ultra-violet rays, right there at the end of the cafeteria line. And the folks who eat at the snack bars and food wagons, get their beverages, and their sugar, in sanitary paper cups.
27. JOHN: It's all very up-to-date indeed. Yes...these cafeterias are modern in design, and beautiful. There are great murals on the walls, and soft music plays while the thousands of workers enjoy delicious meals.
28. FREYMAN: Today...well over one half of these workers...take pride in selecting trays of food which conform to good standards of nutrition.
29. JOHN: But it was not always this way, in the TAPCO cafeterias. Yes, in the early days of the war, there was something lacking. To be sure the people were eating in the cafeterias all right, eating a lot and enjoying it.
30. FREYMAN: But somehow most of them weren't eating the right kinds of foods...
31. JOHN: And TAPCO was concerned. It wanted its employees to have the best possible diet...it wanted to better the health of the workers, so they would be able to produce more for the war effort.

32. FREYMAN: But how to do it...was the problem. The plant decided to call in an experienced nutritionist...to make a study of the eating habits of the workers...and they asked Mrs. Earl Hoover...a dietitian...to take over...(FADE)...
33. HOOVER: My first job...was to grade the trays of the employees as they came off the cafeteria line. Actually, less than a quarter of these folks were choosing balanced meals. Almost a third of them I graded poor!
34. JOHN: That was over two years ago. At last counting, this year, fifty-seven percent of these ten thousand workers...are eating right...they have actually learned what makes a balanced diet.
35. FREYMAN: And how they learned...is a story in itself. Mrs. Hoover said...
36. HOOVER: What startled me at first was that I...like many dietitians, had always thought of malnutrition as the result of shortages and poverty. But there at TAPCO I was face to face with thousands of men and women who could well afford the best foods, and who were offered these foods attractively prepared...and at reasonable prices...who ate all they wanted, and yet were poorly nourished.
37. JOHN: But the truth is...eating is really a matter of habit...we build up eating habits over a long period of years. These workers are typical Americans. They live and eat just as any other Americans do.
38. FREYMAN: And because our standards of living are high in this country, our typical diets include heavy rations of meats, fats and sugar...and we put great emphasis on such luxuries as coffee and pie and cake.



39. JOHN: Not that there's anything wrong with these foods...but for a balanced diet, we need sufficient quantities of additional foods. We must eat, every day, what the nutritionists call...the Basic Seven.
40. FREYMAN: And it was this same problem of the eating habits of a whole nation...that faced the dietitians at TAPCO. There was a big variety of foods for well-rounded meals...but well-rounded meals were just not being chosen.
41. JOHN: And so Mrs. Hoover, the food consultant at the aircraft plant decided to try a "Blue Plate Special" idea. A Victory Vitamin Lunch plate, it was to be called...only 45 cents...and a perfectly balanced meal. There was a special cafeteria line just for these Victory lunches.
42. FREYMAN: But did this idea go over with TAPCO...(FADE)...
43. WOMAN WORKER: Hey look what they got set up here...a "Vitamin Lunch"...
44. MAN WORKER: To heck with it, I don't like carrots.
45. WOMAN WORKER: But it isn't carrots. Look, meat, vegetables, dessert...only 45 cents.
46. MAN WORKER: Yeah, but I'm one of those funny guys who likes to choose his own kind of eats.
47. WOMAN WORKER: I guess you're right. How do they know just exactly what we want to eat?
48. MAN WORKER: That's the funny part...they think they know what we ought to eat. (DISDANE) Victory Vitamin Lunch! (CALLS) Hey, Miss, I'll take some potatoes and macaroni! Look, Myrtle, they got apple pie!

PAUSE:

49. JOHN:

The Victory Vitamin Lunch did not go over. Although it was announced over the public address system, and sample trays were displayed in glass cases, people still chose their own kind of lunches...and they were far from good lunches.

50. FREYMAN:

Mrs. Hoover said...

51. HOOVER:

We were pretty discouraged, all right. There just didn't seem to be any way to teach people how to eat right. And then suddenly we hit on an idea...

(BRIGHTLY) "I'll tell you what we'll do, Mr. Suddaby", I said to our cafeteria manager..."If they won't listen to us...maybe they'll read! We'll print some little cards, make sort of card board tents...and put them on every table...and we'll put tomorrow's menu on them. Maybe that'll attract notice..."...(FADE)

PAUSE:

52. MAN WORKER:

Hey look, Myrtle. Picture postcards on the table.

53. WOMAN WORKER:

What's it say?

54. MAN WORKER:

(READING LABORIOUSLY) Tomorrow's menu...tomato juice, deep dish chicken pie...mashed potatoes...

55. WOMAN WORKER:

(BREAKS IN) And tossed green salad with bacon dressing, whole wheat enriched bread and butter.

56. MAN WORKER:

Chocolate cream pudding, or fresh fruit, milk, coffee, or tea.

57. WOMAN WORKER:

Forty-five cents. What do you think of that?

58. MAN WORKER:

That's that same Vitamin Lunch thing they've been trying to sell us.

59. WOMAN WORKER:

But you can't go wrong on that, Harry. Look at what it says...chicken pie...



60. MAN WORKER: Yeah, I see it, I see it. Might even give it a try tomorrow.

61. WOMAN WORKER: And look what it says here on the back. Called "Table Talks". "Table Talks"...kinda cute.

62. MAN WORKER: Says..."in future Table Talks let's consider some of the facts that science tells us about 'What we should eat and why'. See you tomorrow". Nice and clubby, isn't it?

63. WOMAN WORKER: I don't care what you say, smarty, I'm going to try that lunch. What's more, I'm going to take these cards home with me...gives me good ideas for menus!

PAUSE:

64. JOHN: Well, things looked a little more encouraging after that. More people began to appear at the Victory Lunch line and Mrs. Hoover was glad to say...

65. HOOVER: A quick glance around the cafeterias showed us that while everyone was eating...they were all industriously reading our Table Talks. What we actually were doing...was appealing to their intelligence, about this diet business.

66. MAN WORKER: (READING) "What meat gives you your daily supply of Vitamin A in one serving? Vitamin A, the eyesight vitamin. What meat supplies in one serving your daily need of Vitamin B ...the nerve vitamin. Answer: Liver!

67. WOMAN WORKER: What's liver got that other meat hasn't got?

68. MAN WORKER: I don't know...but it must be good. Here, they've listed it on the Victory lunch tomorrow. If liver's so good, maybe I'll try that one.

PAUSE:

69. HOOVER: Yes, after we put those little table talks on every table... actually explaining why certain foods were good for you...and what actually was necessary for a balanced diet and a good days work...well, our Victory Luncheon lines in the cafeteria begin to fill up rapidly.

70. JOHN: Mrs. Hoover, encouraged by the success of the project, then launched an attack on breakfasts of nothing but doughnuts and coffee...
71. HOOVER: We devoted five table cards to an explanation of their short-comings as a basis for a good day's work. By the fifth day, fruit, cereals and eggs began moving on the breakfast lines.
72. JOHN: Encouraged again...the food consultant at TAPCO hit on a new plan...to arouse further interest in good eating...among the thousands of employees.
73. HOOVER: We decided to have a menu contest. All the employees were invited to submit their own suggestions for a well-balanced menu. They were simply to write their menu on the back of the card on the lunch table, and the prize was \$5.00.
74. MAN WORKER: Hey, Myrtle, have you seen the new gag...
75. MYRTLE: No, what?
76. MAN WORKER: Here on the Table Talks card...look, five bucks for thinking up your own menu and turning it in.
77. WOMAN WORKER: What'll they think of next. I suppose you're going to write one up.
78. MAN WORKER: Might try it. (CHUCKLE) I'll give them something to think about.
79. WOMAN WORKER: Look here it says not only do you get the five dollars, but you get a free lunch and can invite three friends, all for nothing.
80. MAN WORKER: This ought to be a cinch. Let's see. A good menu for lunch. I'll put down...caviar...and (LAUGH) I got it...humming birds' tongues! That'll stop them.

PAUSE:



81. HOOVER: Well, at first we were discouraged about our menu contest. Out of all ten thousand employees who ate in our cafeterias, we got only six sensible suggestions. But we received many menus containing...humming birds' tongues.
82. JOHN: The TAPCO nutritionists were somewhat startled by the response...just when they thought things were going smoothly.
83. FREYMAN: But then, Johnny...after Mrs. Hoover put out a Table Talk on a big bird hunt to Shangri-La for humming birds, there weren't any more gags. And when the employees saw that this was a serious thing; that some folks were actually winning the contest with good balanced menus...and that these suggestions were being used in the cafeterias...well, they began to take a real interest.
84. JOHN: And it wasn't long before menus were pouring in by the hundreds, every week.
85. FREYMAN: Mrs. Hoover, the food consultant, concludes her story...
86. HOOVER: Well, the funny thing is...that at first, no women at all turned in menus...and now, the response is still seventy percent from the men. At first, it was hard to find a good menu among the hundreds...and now, I can scarcely find one that isn't good. Every special Vitamin luncheon we have...is planned by our workers themselves. I never have to plan one myself any more.
87. FREYMAN: And this proves that those who make the menu suggestions...have learned their lesson very well. These folks not only know about good diet...they eat it. And that's the way...one big industrial plant...taught its hard-working employees the value of good nutrition.
88. JOHN: And teaching a class of 10,000 all about the Basic Seven isn't exactly easy.

89. FREYMAN: But now...way over twice as many folks are eating well, and eating right...at TAPCO...than there were a couple of years ago, when this big aircraft plant decided to do something about improving the health standards of its employees.
90. JOHN: And it goes without saying, that Thompson had less absenteeism, less illness...after this nutrition program was started. Actually, it is said that this TAPCO experiment may emerge from the war as an important and lasting contribution to happier and healthier peacetime lives.
91. FREYMAN: And that's a good story, Johnny...one which has been repeated in many different ways, in many of the great factories of our country.
92. JOHN: And now, Mrs. Freyman...as we draw to a close our CONSUMER TIME story on how many thousands of this country's war workers have learned about eating balanced meals...let's consider a moment what this means to America at peace.
93. FREYMAN: Well, Johnny...good food and good health are just as important to our working people in peacetime as in time of war.
94. JOHN: Yes...it has been shown that accidents, labor turnover, and absenteeism decrease...and production increases..when workers can get good food, at reasonable cost, right there on the job.
95. FREYMAN: And isn't this just as important during the strenuous times of reconversion and of heavy peacetime manufacture, as it was in the war? Of course it is!
96. JOHN: Yes, and even though the war brought home the importance of in-plant feeding, there is still a lot to be done in many of our great factories.



97. FREYMAN: We mustn't forget one big lesson which our magnificent war-time production taught us...that is that the health and morale of our industrial workers...means much to our national life.
98. JOHN: And the vitally interesting nutrition education program which we heard about today...is one big step forward in this field.
99. FREYMAN: And now, Johnny...about next week's CONSUMER TIME program...
100. JOHN: Oh yes, Mrs. Freyman. Here's something many of our listeners have been waiting to hear. It's all about tomorrow's kitchen
101. FREYMAN: Yes...tomorrow's kitchen promises to be a very wonderful affair.
102. JOHN: And next week, we're going to hear about some of the exciting new inventions and developments which will make your life in the kitchen quite a novel and pleasant one.
103. FREYMAN: And we may be able to give you some idea about just how soon to expect some of these new developments.
104. JOHN: In your kitchen...tomorrow!
105. FREYMAN: Be with us next week...for another edition of...
106. SOUND: CASH REGISTER...MONEY IN TILL
107. ANNCR: CONSUMER TIME!
108. SOUND: CASH REGISTER...CLOSE DRAWER.
109. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.

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Cp 4

U. S. DEPARTMENT OF AGRICULTURE  
Production and Marketing Administration  
Washington 25, D. C.

October 1945

Industrial Feeding Program

Operation Methods of Industrial Food Services in Plants  
Employing 1,000 or more Workers in Metropolitan Areas

Tabulation of Industrial Feeding Program data for metropolitan areas indicates that of the food services in plants employing 1,000 or more workers, 56.5 percent are operated by industrial feeding contractors and 41.4 percent are operated by plant management. The remainder, 2.1 percent, are operated by employee associations or unions. Analysis of data on the proportion of workers obtaining food at work under the several methods of operation shows that 62 percent of the management operated food services were reaching 60 percent or more of workers employed, while 54 percent of the employee operated and 46 percent of the contractor operated food services were reaching that proportion. Data were tabulated for 616 food services in plants with employment of about 3.3 millions during the early part of 1945. The data are applicable to conditions at the peak of war production.

Regional totals indicate larger proportions of food services operated by contractors in all sections of the country except the South, where 55 percent are operated by management, 38 percent by contractors and 7 percent by employees. Wide regional variations are noted in the proportions of workers obtaining food under different methods of operation. Although 62 percent of all management operated food services reached at least 60 percent of the workers, the proportion ranges from 43 percent of such operations in the Northeast to 82 percent in the West. With 46 percent of all contractor operated food services reaching at least 60 percent of the workers, the proportion reaching that many ranges from 33 percent in the Southwest to 52 percent in the Midwest.

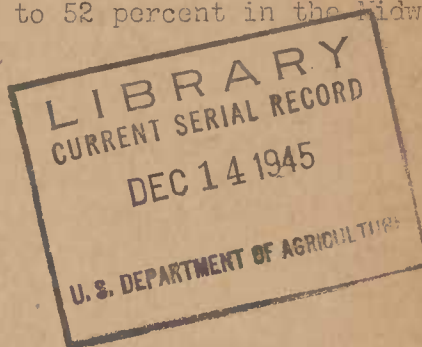




Table 1. - Food service operation methods, plants in metropolitan areas  
employing 1,000 or more workers, U. S. and CCC Regions 1/

Regions	All Methods	Operation Method		
		Management	Contractor	Employee
U. S. Total				
Number	616	255	348	13
Distribution	100.0	41.4	56.5	2.1
Northeast				
Number	184	67	115	2
Distribution	100.0	36.4	62.5	1.1
Southern				
Number	42	23	16	3
Distribution	100.0	54.7	38.1	7.2
Midwest				
Number	308	134	168	6
Distribution	100.0	43.5	54.5	2.0
Southwest				
Number	32	14	18	-
Distribution	100.0	43.7	56.3	-
Western				
Number	50	17	31	2
Distribution	100.0	34.0	62.0	4.0

1/ States included in Commodity Credit Corporation Regions.

Northeast Region - Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia

Southern Region - Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia

Midwest Region - Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

Southwest Region - Arkansas, Colorado, Kansas, Louisiana, New Mexico, Oklahoma, Texas

Western Region - Arizona, California, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming.

Industrial Feeding Programs Division  
Food Distribution Programs Branch  
Production and Marketing Administration  
U. S. Department of Agriculture  
October 1945

Table 2. - Proportion of workers served in management, contractor and employee operated food services, plants in metropolitan areas employing 1,000 or more workers, U. S. and CCC regions

	: Management Operated		: Indus. Feeding Cont.:		Employee Operated		
Proportions:	All	:	Percentage	:	Percentage	:	Percentage
Served	:Methods:	Number	:Distribution:	Number:	Distribution:	Number:	Distribution:
U. S. Total	616	255	100.0	348	100.0	13	100.0
0 - 19	38	11	4.3	25	7.2	2	15.4
20 - 39	105	36	14.1	68	19.5	1	7.7
40 - 59	148	50	19.6	95	27.3	3	23.1
60 - 79	172	76	29.8	91	26.2	5	38.5
80 -100	153	82	32.2	69	19.8	2	15.4
Northeast	184	67	100.0	115	100.0	2	100.0
0 - 19	22	6	9.0	16	13.9	-	-
20 - 39	41	15	22.4	25	21.7	1	50.0
40 - 59	45	17	25.4	27	23.5	1	50.0
60 - 79	45	17	25.4	28	24.4	-	-
80 -100	31	12	17.8	19	16.5	-	-
Southern	42	23	100.0	16	100.0	3	100.0
0 - 19	2	1	4.3	1	6.3	-	-
20 - 39	3	1	4.2	2	12.5	-	-
40 - 59	12	5	21.7	6	37.5	1	33.3
60 - 79	10	8	34.8	1	6.2	1	33.3
80 -100	15	8	34.8	6	37.5	1	33.4
Midwest	308	134	100.0	168	100.0	6	100.0
0 - 19	11	3	2.2	6	3.5	2	33.3
20 - 39	46	18	13.4	28	16.7	-	-
40 - 59	71	24	17.9	46	27.4	1	16.7
60 - 79	94	43	32.1	49	29.2	2	33.3
80 -100	86	46	34.4	39	23.2	1	16.7
Southwest	32	14	100.0	18	100.0	-	-
0 - 19	1	-	-	1	5.6	-	-
20 - 39	6	1	7.2	5	27.8	-	-
40 - 59	9	3	21.4	6	33.3	-	-
60 - 79	9	5	35.7	4	22.2	-	-
80 -100	7	5	35.7	2	11.1	-	-
Western	50	17	100.0	31	100.0	2	100.0
0 - 19	2	1	5.9	1	3.2	-	-
20 - 39	9	1	5.9	8	25.8	-	-
40 - 59	11	1	5.9	10	32.3	-	-
60 - 79	14	3	17.6	9	29.0	2	100.0
80 -100	14	11	64.7	3	9.7	-	-

Industrial Feeding Programs Division  
Food Distribution Programs Branch  
Production and Marketing Administration  
U. S. Department of Agriculture  
October 1945



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U. S. DEPARTMENT OF AGRICULTURE

October 26, 1945

To: Holders of Industrial Feeding Specialist's Kits

From: Robert C. Davenport, Acting Chief  
Industrial Feeding Programs Division  
Food Distribution Programs Branch

Subject: Reprint from National Safety News, "Starting the Day Right"

Enclosed is the reprint of Dr. Goodhart's article on a better breakfast which appeared in the June issue of National Safety News. Additional copies will be sent to you upon request.

This should be placed in Part II of your Kit and the following legend should be recorded on page 1-a of the table of contents.

Starting the Day Right—Reprint of article by  
Robert S. Goodhart, Surgeon (R) USPHS, Chief,  
Industrial Feeding Programs Division, in National  
Safety News, June 1945. For additional copies,  
apply Washington office.

Enclosure

# Starting the Day Right

By ROBERT S. GOODHART, Surgeon (R) USPHS

Chief, Industrial Feeding Programs Division  
War Food Administration

With an adequate breakfast an employee is bound to be a better worker and a happier, healthier individual



**Y**OU can't breakfast like a bird and work like a horse, is the sound advice of eminent health and nutrition authorities. It's especially good advice for industrial workers when you remember that in a recent analysis of more than 1,000 consecutive accident cases at an ordnance depot it was shown that the greatest number of accidents occur between 11:00 a. m. and noon.<sup>1</sup>

One of the principal reasons for this unhappy condition, say industrial health authorities, is the inadequacy of workers' breakfasts. Over the years, American breakfast habits have slipped from the high levels of good sense that marked early pioneer and farm breakfasts to a point where as many as 80 per cent of American workers of all kinds do not have sufficient food of the right sort in the morning to keep them alert for their tasks.<sup>2</sup> The result is not only a high accident rate during the morning hours but a low efficiency rate as well.

One of the finest benefits the war has brought about has been an awakening on the part of industrial executives to the importance of nutritious

food in maintaining worker health, spirit, and safety.

Government agencies, most ably aided by industrial and educational forces in the field of good nutrition, began the tremendous task of improving America's eating habits. Great strides have been made in arousing public interest in better balanced meals, but much work still remains to be done. In particular, this business of breakfast needs more and continuous emphasis if the three-part job of improving worker health, lowering accident rates and raising efficiency is to be brought to a higher degree of success.

## The Neglected Meal

Not long ago, in a survey of industrial plants, it was found the most of the 5,000 workers observed did not eat any breakfast. Many of these travelled as far as 30 to 40 miles to work daily.<sup>3</sup> Traveling such distances would in itself take as much out of the average person as working one or more hours. Even those traveling lesser distances to work are under tremendous "hurry pressure." The morning scene in the average American home is all too familiar. Until the very last moment members of the family remain in bed.

Breakfast is too frequently no more than a cup of coffee and a slice of toast. Even "heavier" meals that do

not include enough of the right kinds of food are not good breakfasts.

Elementary and high schools are co-operating to see to it that the new generation understands the need for better combinations of food. Industrial plants through health, safety and personnel executives are also doing a good job. In industrial cafeterias and many commercial restaurants we find skilled dietitians planning meals which leading authorities say contribute a big share to individual health and efficiency. Much of this emphasis, however, is upon luncheon and dinner meals—and there should be no let-up in this quarter. However, breakfast is probably the most neglected meal and it deserves more attention.

Here is a simple basic breakfast pattern which every American, from infancy up, might follow to his benefit. It calls for fruit, cereal, egg, milk, bread and butter. Additional calories and nutrients which may be required to meet individual needs are easily supplied by the addition of breakfast meats, and/or larger portions of the "basic pattern" foods. Health and nutrition authorities agree that one-quarter to one-third of the total amount of food required each day should be consumed at breakfast. This is recommended not alone for industrial workers but for everyone.<sup>4</sup>

The time between the evening meal

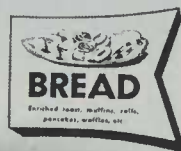
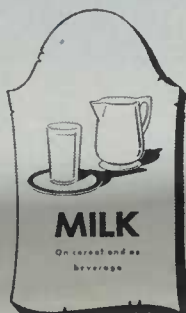
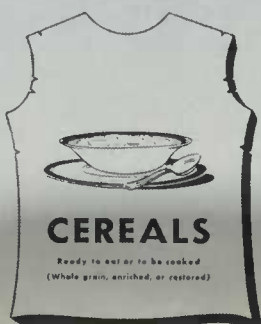
<sup>4</sup>Col. Paul Howe, Office of the Surgeon General, War Department; Miss Melva B. Bakkie, Director, Nutrition Service, American Red Cross; Dr. C. F. King, Scientific Director, The Nutrition Foundation, Inc.; Dr. Russell M. Wilder, Mayo Clinic.

<sup>1</sup>Industrial Medicine, May, 1944.

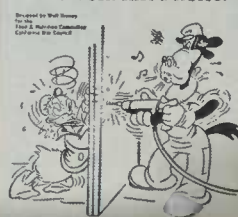
<sup>2</sup>Habit & Opinion Survey, Roper '43.

<sup>3</sup>"Adequate On-the-Job Feeding of Industrial Workers," O.W.I. Bulletin, March, 1944, in cooperation with W.F.A.

## A BASIC BREAKFAST PATTERN



you can't breakfast like a bird and work like a horse!



**THIS IS A GOOD BREAKFAST**  
Cereal, orange juice, milk, or butter.  
Milk, Cereal with milk. Eggs new and then, 2 slices whole wheat or enriched bread and butter.

DISTRIBUTED BY THE NATIONAL NUTRITION PROGRAM



and breakfast may be between 12 and 14 hours. This is a long period. It should not be extended. If it is, mental alertness will give way to fatigue. Arising ten minutes or more earlier, eating a good breakfast, and having time to get to work without stress will not only mean fewer accidents and better work, but greater zest for living and a smoother temperament.

Women workers in industry—and unfortunately, girls in high school, too—are often heard to say that they cut out breakfast because they are “dieting.” Breakfast is perhaps the most important meal of the day and should never be omitted. A proper diet plan is built around three regular meals a day, to maintain strength and vitality throughout the day. Three good meals a day, plotted to supply all the elements for energy and restoration, a good day’s work, recreation of the right sort, and plenty of sleep will result in buoyant good health, and that’s beauty in anyone’s language.

Lately, we have heard much about food shortages. We have been told that some food may continue short long after the war. However, there is still an abundance of good breakfast foods. Here’s a breakfast pattern and a quick survey of the facts on availability of recommended foods:

*Fruit.* Citrus fruits are now in plentiful supply; so are many others.

*Cereal.* Abundant.

*Egg.* Plentiful now.

*Bread.* Never short.

*Butter or fortified margarine.* Butter is high in point value right now but good margarine is somewhat lower.

*Milk.* Adequate.

When a worker eats an adequate breakfast he’s bound to be a better worker and a happier, healthier individual.

A man engaged in medium light work requires about 3,000 calories per day.

If 1,000 calories are taken at breakfast, the worker is on the safe side, provided, of course, that every essential nutrient—proteins, carbohydrates, fats, vitamins and minerals—are adequately covered. Following the basic pattern assures such coverage.

As everyone knows, bad habits are easily cultivated but very difficult to uproot and change. That America’s bad eating habits are being changed, slowly but surely, is true. To completely supplant them with good habits is still a big job calling for the continuous effort of everyone in industry and education. Particularly effective have been and will continue to be the splendid efforts of industrial safety, personnel and feeding executives. These men and women concentrating all of their influence upon nutritious food for health, beauty and vitality—with special emphasis on breakfast—can do much to put Americans back in the pioneer class for strength, vigor and alertness.

*Reprinted from National Safety News*

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## ARE YOU HIT BY

*... Absenteeism*

*... Accidents*

*... Low Production*

*... Labor Turn-over*

Here's how to get help



511413

*Proper Food on the Job  
will help solve your problems*

### What Industrial Feeding will do for you

Your worker's health, morale, and efficiency are directly influenced by the food he eats. Proper food on the job helps to increase production--to decrease absenteeism, accidents, and labor turn-over.

Industrial Feeding Specialists of Office of Distribution, War Food Administration, are especially trained to help solve your in-plant feeding problems. They will make an on-the-ground survey of plant needs. This service is available to large and small plants, at no cost. Call in these experts if you need advice on

Installation of new feeding facilities  
or expansion of existing facilities

Efficient operation

Menu planning and food purchasing

Recruiting and training food service personnel

Nutrition education program for better health  
and efficiency of workers

### What Industrial Feeding is doing for Industry

Results speak for themselves. Here's a typical reaction of a plant manager:

"Because of production difficulties caused by high labor turn-over and absenteeism, the plant built and equipped a modern cafeteria . . . Labor turn-over the month before opening of the cafeteria was 12.5 percent and is now down to 5.9 percent. Absenteeism dropped in the same period from 9 percent to 4.1."

Industry, the country over, recognizes the need for food on the job to assure efficiency in the use of manpower for highest production. To help meet this need, the War Food Administration is offering this service. Other agencies cooperating are War Production Board, War Manpower Commission, Office of Price Administration, Maritime Commission, War Department, Navy Department, Federal Works Agency, and United States Public Health Service.

## How to get this service

Management should direct a letter to the nearest regional Office of Distribution, War Food Administration, requesting the service of an Industrial Feeding Specialist.

### Regional Offices

#### NORTHEAST REGION

150 Broadway  
New York 7 N. Y.

#### MIDWEST REGION

5 South Wabash Ave.  
Chicago 3 Ill.

#### SOUTHWEST REGION

425 Wilson Bldg.  
Dallas 1 Tex.

#### SOUTHERN REGION

Western Union Bldg.  
Atlanta 3 Ga.

#### WESTERN REGION

821 Market St.  
San Francisco 3  
Calif.

WAR FOOD ADMINISTRATION  
OFFICE OF DISTRIBUTION  
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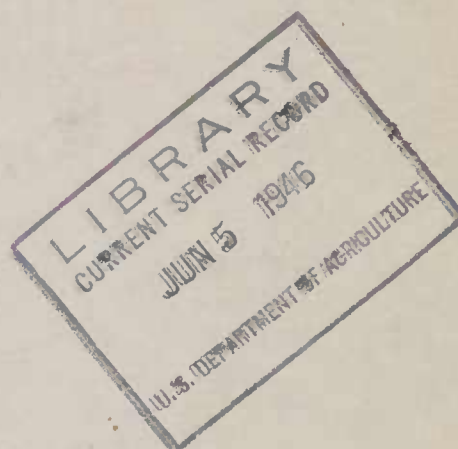
UNITED STATES DEPARTMENT OF AGRICULTURE  
Production and Marketing Administration  
Washington 25, D. C.

January 22, 1946

To: Industrial Feeding Specialists  
From: Robert C. Davenport, Acting Chief  
Industrial Feeding Division  
Food Distribution Programs Branch  
Subject: IFS Kit Material - December Issue of IHNL

The December issue of IHNL carries three articles on industrial feeding. It should replace the old issue of the publication included in Part II of your Kit. The table of contents listing on page 1 of Part II need not be changed.

Enclosure



INDUSTRIAL HYGIENE NEWS LETTER Current News of Official Industrial Hygiene Activities		
Issued monthly by the Federal Security Agency Industrial Hygiene Division, U. S. Public Health Service Bethesda 14, Maryland		
Vol. 5	December 1945	No. 12

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#### N.C.G.I.H. ANNOUNCES PROGRAM FOR APRIL MEETING

Tentative program for participation by the National Conference of Governmental Industrial Hygienists in the industrial hygiene convention to be held in Chicago, April 8-13, has been announced, following an N.C.G.I.H. executive committee meeting December 4, in Chicago.

A pre-convention seminar for medical officers, nursing consultants, and engineers and chemists has been decided upon, to be held Sunday, April 7, in the Hotel Sherman convention headquarters. Three concurrent sessions, lasting all day, will allow for informal discussion of problems to be submitted in advance. A memorandum has been sent to all State and local industrial hygiene units inviting the submittal of questions and current problems which personnel would like to have discussed. Leaders of the seminar sessions for physicians, for nurses, and for engineers and chemists will be members of the Industrial Hygiene Division, U. S. Public Health Service.



Tentatively scheduled for discussion on the morning of the first convention day, April 8, are papers on the development of small plant health programs, administrative aspects of mass radiography, expansion of industrial hygiene programs in official agencies, and the toxicology of newer metals. Administrative and legal problems of official industrial hygiene agencies will be considered in several papers in the afternoon session. Committee reports will be presented April 9. Officers will be elected and new standing committees appointed on that day.

\* \* \* \* \*

#### PLACEMENT SERVICE ORGANIZED FOR INDUSTRIAL HEALTH PERSONNEL

Placement service for industrial hygiene personnel, intended especially to meet the employment needs of physicians, engineers, chemists, and others returning from war service, is being established by cooperative action between the American Industrial Hygiene Association, the National Conference of Governmental Industrial Hygienists, the American Medical Association, and other professional groups.

Physicians wishing to enter industrial medicine or to change their connections within industry, and industries interested in obtaining the services of physicians, may communicate with the Council on Industrial Health of the American Medical Association, or the American Association of Industrial Physicians and Surgeons. Engineers, chemists, toxicologists, and other hygienists should get in touch with Dr. Allen D. Brandt, Secretary of the American Industrial Hygiene Association, who may be addressed at the Research Laboratories, American Society of Heating and Ventilating Engineers, 10700 Euclid Avenue, Cleveland 6, Ohio.

Placement of governmental industrial hygiene personnel, in local and State official industrial hygiene agencies, is being handled by J. J. Bloomfield, Secretary-Treasurer of the National Conference of Governmental Industrial Hygienists, who may be addressed at the Industrial Hygiene Division, U. S. Public Health Service.

Industrial dentists, and companies wishing their services, may receive placement information through the American Association of Industrial Dentists. Its Secretary-Treasurer, Dr. Lyman D. Heacock, may be reached at the Industrial Hygiene Division, U. S. Public Health Service. A counseling and placement service for industrial nurses has been established by the American Nurses' Association, with its headquarters at 1790 Broadway, New York 19, New York, and a branch office at 8 South Michigan Avenue, Chicago, Illinois.

Rosters will not be confined to members of the American Industrial Hygiene Association and the other professional groups, but will be open to persons interested in entering the various fields of industrial health activity. Advice on essential qualifications, training opportunities, and openings in all parts of the Nation will be given.

The Health Advisory Council of the United States Chamber of Commerce is greatly interested in the new service, and will bring it to the attention of industrial management in all areas through its local and State member Chambers of Commerce.

A directory of all industrial health placement bureaus will be compiled by the Chamber of Commerce, and be made available to all interested persons and organizations. The Health Advisory Council has sent a questionnaire, designed to obtain information from which the directory can be prepared, to every professional group concerned with industrial health, to schools of public health, and to all State and city industrial hygiene divisions.

\* \* \* \* \*

#### INTERNATIONAL CONFERENCE ON INDUSTRIAL HEALTH

Increasing interest of foreign nations in the industrial hygiene program, as conducted in the United States, was demonstrated in an informal conference held in Detroit, November 19 to 21, under the auspices of Dr. C. D. Selby, Medical Consultant to General Motors, and attended by representatives of the U. S. Public Health Service, the Canadian Department of National Health and Welfare, the British Medical Research Council, the American Medical Association, and others.

The Canadian industrial hygiene system, modeled upon the pattern of Federal-State support and cooperation developed by the U. S. Public Health Service, was described by Dr. F. S. Parney, Chief of the Canadian Bureau of Industrial Hygiene.

The British system was explained by Dr. Donald Hunter, a member of the Industrial Health Research Board of the British Medical Research Council. Dr. R. S. F. Schilling, Secretary of the Board, was also present. Drs. Schilling and Hunter are in this country at present, studying industrial hygiene methods, with a view to incorporating desirable features into the British program, which is in process of change.

Representing the United States system were Medical Director J. G. Townsend, Chief of the Industrial Hygiene Division, and Deputy Surgeon General Warren F. Draper, delegated by Surgeon General Thomas Parran with responsibility for industrial health development in the Public Health Service.

Other interested participants included Dr. Carl M. Peterson, Secretary of the Council on Industrial Health, American Medical Association; Dr. Ray Dawson, Assistant Secretary of the A.M.A. Council; Dr. William A. Sawyer, a Council member; Dr. Raymond Hussey, Dean of the School of Occupational Health, Wayne University Medical Science Center; and Dr. C. D. Selby, Medical Consultant of General Motors Corporation.

This was the first time representatives of the three Nations had come together for a pooling of information and meeting of minds on industrial health matters. Plans for expansion of American industrial hygiene activities, as described by Dr. Draper and Dr. Townsend, were received with enthusiasm.

\* \* \* \* \*



# INDUSTRIAL HYGIENE EQUIPMENT AVAILABLE AS SURPLUS PROPERTY

State and local industrial hygiene units and other governmental health agencies may purchase surplus sampling and laboratory equipment when available at a reduced price under the Surplus Property Administration's Regulation 14, it has been announced.

Eligibility of purchasers will be determined by the Public Health Service, which also is authorized to prepare estimates for determining reserves of equipment and to establish criteria for determining the relative need of applicants.

Non-profit public health institutions and public health governmental instrumentalities, which meet the requirements of need, may purchase property at its "fair value" minus a 40 percent discount. A claimant acting under this regulation must buy solely for its own use, and may not resell the property within three years unless it has the consent, in writing, of the disposal agency.

In carrying out its part of the program, the Public Health Service is assigning at least one medical officer and one sanitary engineer as field representatives, in each USPHS District. Inquiries from prospective purchasers should be directed to the proper District Office of the Public Health Service.

\* \* \* \* \*

## NEW YORK HOLDS VICTORY HEALTH MEETING

Wartime experience and post-war health problems were discussed at a two-day Victory Meeting, held in New York City, December 13 and 14, by the Public Health Association of New York City in collaboration with the American Public Health Association.

Social and technical advances in industrial hygiene were presented by Senior Sanitary Engineer J. J. Bloomfield, Assistant Chief of the Industrial Hygiene Division, U. S. Public Health Service, in a session which assessed influences of the war on public health. Other subjects discussed in this session were nutrition, penicillin, and other antibiotics, and the place of the entomologist in public health.

A session on sanitation, with Dr. Abel Wolman of Johns Hopkins University presiding, considered the post-war program for abatement of pollution in New York Harbor, wartime experiences and future problems in food control, housing, and the work of the Interstate Sanitation Commission. Public health in New York City in 1945 was the subject of a session conducted by Dr. Reginald M. Atwater, Executive Secretary of the American Public Health Association.



Three health education projects were analyzed in a panel discussion under the leadership of Dr. Paul H. Sheats, Educational Director of the Town Hall, Inc., of New York City. In a training and recruitment session under Dr. Margaret W. Barnard, Assistant Commissioner for District Health Administration, New York City Department of Health, education of undergraduates in preventive medicine, training for health education, post-war training problems in public health, and problems of recruitment and training for a tuberculosis control program were the subjects considered.

Public health problems highlighted by the war were discussed in a session presided over by Frank Kiernan, Executive Director of the New York Tuberculosis and Health Association. A well-attended session on medical service plans, under the leadership of Bailey B. Burritt, Executive Secretary of the Health Maintenance Committee, Community Service Society of New York, considered the health insurance plan of Greater New York, Maryland's statewide program for medical care, medical and service plans across the country.

Accident prevention, rheumatic fever, chronic disease in connection with the aging population, and rapid treatment for syphilis were the subjects discussed in a session on newer emphases in public health, with Dr. C. E. A. Winslow, Editor of the American Journal of Public Health, presiding. What's new in school health was the subject of a session under Dr. Myron E. Wegman, Chief of School Health Services for the New York City Department of Health.

A dinner meeting heard Dr. Leona Baumgartner, Director of the Bureau of Child Hygiene of the New York City Department of Health, speak on war and children, and Dr. Louis I. Dublin of the Metropolitan Life Insurance Company speak on war and the public health in France.

\* \* \* \* \*

#### WASHINGTON-BALTIMORE A.I.H.A. SECTION HOLDS ANNUAL MEETING

Members of the Washington-Baltimore Section of the American Industrial Hygiene Association heard Dr. H. H. Schrenk, Chief of the Health Section of the U. S. Bureau of Mines, discuss recent analytical and collection procedures of the Bureau of Mines, at the annual dinner meeting of the Section, held December 11 at the Officers' Club of the Washington Navy Yard.

New officers elected at the meeting were: Vice-chairman, Lt. Commander Sidney Goren; Secretary-Treasurer, Senior Sanitary Engineer (R) H. E. Seifert; Member-at-large of the Executive Committee, Dr. W. H. Schulze. Senior Scientist (R) L. T. Fairhall was inducted as Chairman.

"Capital Story," a new motion picture made by O.W.I., showing the work of the Industrial Hygiene Division, U. S. Public Health Service, was shown.

\* \* \* \* \*



### NEW YORK A.I.H.A. SECTION MEETS

Discussion of nitro-amino compounds of the aromatic series, by Dr. D. O. Hamblin, Medical Director of American Cyanamid Company, featured the annual meeting of the Metropolitan New York Section, American Industrial Hygiene Association, held December 6 at the Hotel Bristol. The chemistry, toxicology, clinical symptoms, treatment and control of approximately twenty compounds of this group were described.

\* \* \* \* \*

### WEST VIRGINIA NURSES HOLD INSTITUTE

Local industries were studied in a two-day Institute for Industrial and Public Health Nurses, held November 5 and 6 and arranged by Miss M. E. Ingoldsby, R.N., Industrial Nursing Consultant of the State Bureau of Industrial Hygiene. The first day's sessions were held in the Westinghouse Electric and Lamp Manufacturing Company plant, at Fairmont, and the second day's in the Weirton Steel Company plant, Weirton, West Virginia.

Topics discussed included "The Opportunity for Further Education in the Nursing Field," "A Comprehensive Program for Nationwide Action in the Field of Nursing," "Nutrition," and "The Nurse's Part in Mental Hygiene Problems." Speakers included Dr. C. Scott McKinley, Director of the State Bureau of Industrial Hygiene, who conducted the Institute; Miss Donna Pearce, R.N., Public Health Nursing Consultant of the U. S. Public Health Service; Mrs. Laurene C. Fisher, Director of Public Health Nursing of the State Health Department; and Miss Mabel F. Best, Executive Secretary of the State Nutrition Committee. Management of both plants participated in discussions.

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### EASTERN PUBLIC HEALTH DENTISTS HOLD MEETING

Work of the Dental Unit, Industrial Hygiene Division, U. S. Public Health Service, was described by its Chief, Dr. Lyman D. Heacock, at a meeting of dental directors in Public Health District No. 1, held December 5 in New York City. States comprising the district are New York, Pennsylvania, New Jersey, Delaware, Maine, New Hampshire, Vermont, Massachusetts, Connecticut and Rhode Island.

Dental care studies of the Public Health Service were reported, and progress reports were given on fluorine studies carried on in District No. 1. Among problems and projects considered in a round table discussion were co-operation with State councils on dental health, utilization of public health nurses, redistribution of dental practitioners, and methods for obtaining lay and dental participation in the dental programs.

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## DENTISTS HOLD MEETING AND PLAN CONVENTION PROGRAM

Officers were elected at the annual meeting of the American Association of Industrial Dentists, held December 1 and 2 in New York City. Plans were made for the group's participation in the April industrial hygiene convention, to take place in Chicago.

Newly elected officers are: President, Dr. J. M. Dunning; President-elect, Dr. R. M. Walls; Vice-President, Dr. E. R. Aston; Secretary-Treasurer, Dr. L. D. Heacock; Directors, Dr. E. R. Goldhorn, Dr. Harold Hooper, Dr. Earl Thomas, Dr. L. S. Morvay, and Dr. C. R. Fricks. They will hold office until the next regular annual meeting, to be held simultaneously with other industrial health groups in April, 1947.

Papers delivered included a discussion of occupational hazards to oral tissues, by Dr. Vernon J. Forney, of the Industrial Hygiene Division, U. S. Public Health Service; and "Labor's Viewpoint on Industrial Diagnostic Services," by Dr. Max Price. In a round table discussion, the relationship of industrodontia to private dental practice was considered.

For the Chicago meeting in April, it was decided that papers on various phases of dentistry in industry will be given on Wednesday, April 10, subjects and speakers to be announced later. A business meeting will be held Thursday morning, to be followed by a round table discussion of problems submitted in advance. Members who wish problems discussed are invited to submit them as soon as possible, to Dr. Heacock, Industrial Hygiene Division, U. S. Public Health Service.

On Thursday afternoon, the dentist' group will hold a joint session with the American Association of Industrial Physicians and Surgeons. Dr. Goldhorn, retiring president, is representing the A.A.I.D. in arranging plans for the convention with other participating groups.

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## NEW STANDARDS FOR TOXIC CONTROLS TO BE DEVELOPED

Standards of allowable concentrations for important industrial substances which may have toxic potentialities will be prepared as rapidly as possible, in spite of incomplete physiological and toxicological data, according to a decision reached at a meeting of the American Standards Association Committee on Allowable Concentrations of Toxic Dusts and Gases, held in New York City November 20.

In the discussion, it was shown that many years may pass before all data necessary to develop a standard on a substance may be available, but that practical working methods employed in industry frequently make possible the tentative formulation of a standard of concentration. The work of the Industrial Hygiene Division, U. S. Public Health Service, with TNT and tetryl during the war was cited as an example. Although there were no adequate toxicological data for these substances, a control program was devised which resulted in a very low number of poisoning cases among munitions workers.



Scope of the Committee's activities is to be expanded, to include many new industrial substances and to revise the emergency standards in use during the war. Standards now in force will be reviewed, in order to include most recent developments in analytical methods. New committees will be appointed, to start work immediately on standards for such substances as sulfur dioxide, welding fumes, and other problems recently submitted by the Subcommittee on New Problems.

The Subcommittee on Carbon Tetrachloride is to be continued, to promulgate a standard on this substance when sufficient information becomes available. The present tentative draft on trichlorethylene has been submitted for a letter ballot. The Subcommittee on Fluorine and Fluorides was instructed to prepare a standard on hydrofluoric acid only, for the present.

The subcommittee working on silica was instructed to prepare good practice standards for each type of silica-containing dust, since a single over-all standard for silica dust would ignore other mineral constituents of a siliceous nature in various industrial dusts. The Subcommittee on Methyl Chloride reported its work still in progress.

The Subcommittee on Radium and Radon Gas will be enlarged, in order to gather new data from laboratories which have been carrying on work in the field of nuclear energy.

Existing officers were reelected unanimously, with W. P. Yant as Chairman, Dr. C. D. Selby, Vice-Chairman; and H. G. Lamb, Secretary.

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#### ILLINOIS PROMOTES VENEREAL DISEASE CAMPAIGN

Control of venereal disease among industrial workers is projected in a Statewide campaign planned jointly by the Divisions of Industrial Hygiene, Venereal Disease Control, and Public Health Education of the Illinois Department of Public Health. Many industrial medical directors, and representatives of the American Federation of Labor and the Congress of Industrial Organizations participated in the planning.

Industrial concerns and labor organizations interested in including venereal disease control in their health programs are invited to ask assistance either of their local public health agencies or the Division of Industrial Hygiene, in literature widely circulated to management and labor. Upon receiving such a call for service, the Division of Industrial Hygiene acts as liaison between the requesting group and the local health department having jurisdiction.

Community-wide campaigns against these diseases are encouraged, and it is suggested that each plant starting a program establish a joint management-labor committee to work out procedures. Safeguards against abuse of records

are advised and explained, with stress upon the confidential character of all information received and the confidential relationship between patient, plant physician, family physician, and health department.

Special emphasis is placed upon an educational program to precede and accompany the campaign.

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#### GOVERNMENT'S INDUSTRIAL NUTRITION PROGRAM TO CONTINUE

U. S. Department of Agriculture's Industrial Feeding Division, under the leadership of Robert S. Goodhart, Surgeon (R) USPHS, was made a part of Food Distribution Programs Branch in the recent reorganization. The Division will continue to render technical advisory service to industry through its staff of industrial feeding specialists in Washington, Dallas, New York, Chicago, San Francisco, and Atlanta.

In the coming months emphasis will be placed upon facilities and equipment, food needs of industrial workers, food management standards, and programs to achieve better utilization of food supplies in industrial feeding operations. Nutrition education programs for workers and their families will be encouraged. Good food selection will be emphasized to stimulate the interest of workers in better eating habits.

Close cooperation of State departments of health with U. S. Department of Agriculture's State directors and industrial feeding specialists has resulted in the application of the nutrition program to a great many industrial establishments throughout the Nation.

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#### INDUSTRIAL NUTRITION REPORT RELEASED

"The Nutrition of Industrial Workers," second report of the Committee on Nutrition of Industrial Workers, Food and Nutrition Board, National Research Council, has been released.

Based upon a comprehensive study of the nutrition of workers in industry, the report presents the value to management and employees of in-plant nutritional programs, appraises the need for such activities among the large group of workers studied, and considers such special dietary supplements as vitamin preparations and vitamin-fortified foods.

The causes of malnutrition among workers are explored and its effects described. Methods for conducting dietary surveys in industrial plants are explained in detail, with questionnaire forms which may be used in such surveys. The report recommends a diet consultation procedure as part of a continuing program of in-plant nutrition education, and cites cases showing the benefits that result from such a program.



State and local industrial hygiene agencies are urged to continue their wartime efforts in nutrition, in the Committee's "Recommendation for Peacetime Continuation of the Industrial Nutrition Program," reprinted in full.

The pamphlet, known as Reprint and Circular Series Number 123, may be obtained without charge from the National Research Council, 2101 Constitution Avenue, Washington 25, D. C.

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#### NUTRITION ARTICLE AVAILABLE

Attention is called to an unusually fine article on the importance and content of adequate breakfasts for industrial workers, written by Surgeon (R) Robert S. Goodhart, Chief of the Industrial Feeding Division of the U. S. Department of Agriculture, and printed recently in the NATIONAL SAFETY NEWS. Reprints of the article, called "Starting the Day Right," are available from the Industrial Feeding Division, Food Distribution Programs Branch, U. S. Department of Agriculture, Washington 25, D. C.

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#### THE AGE FACTOR IN DISABLING SICKNESS

An analysis of a 5-year disability experience of a public utility company, made by the Industrial Hygiene Division, U. S. Public Health Service, revealed that, in general, the frequency of one-day or longer absences due to sickness or injuries decreased with advancing age, but the relative severity of disability, as indicated by absence duration, increased, resulting in an upward trend with age in the annual number of days lost per person.

Over half of the disabilities recorded for males in any age group was accounted for by respiratory illness. For males under 45 the digestive diseases ranked second in frequency, while for males 45 years of age and over the nonrespiratory-nondigestive diseases assumed second place. The respiratory group of diseases yielded the shortest average absence duration for males in each age group, while with the exception of the group under 25 years of age, the longest average duration of sickness was recorded for the nonrespiratory-nondigestive group of causes, which included particularly the rheumatic group of diseases, neurasthenia, and diseases of the circulatory system and of the genito-urinary system.

The nonrespiratory-nondigestive diseases constituted the only sickness group among males revealing an upward trend with age in absence frequency. The annual number of days lost per male from these causes, for the 5-year period as a whole, showed a spectacular rise with age increasing from 0.7 day for the group under 25 years of age to 9.7 days for the group 55 and over.

Although the frequency of one-day or longer absences generally decreased with age, an upward trend was shown in the frequency of the more serious illnesses disabling for 8 calendar days or longer.

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### ENGINEER REQUIREMENTS IN OHIO CHANGED

Candidates for certificates of registration as professional public health engineers, under the Engineers and Surveyors Registration Act of Ohio, will be required to pass an examination, according to provisions of a recent amendment to the act.

The new requirement applies to engineers interested in connection with the Ohio Division of Industrial Hygiene. Residence in Ohio is not required for registration. Further information and application forms may be obtained from the State Board of Registration for Professional Engineers and Surveyors, 113 Wyandotte Building, Columbus 15, Ohio.

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### CHEMIST POSITION OPEN

Los Angeles County Health Department announces that an examination for the position of Chemist in the Division of Industrial Hygiene will be held early in 1946. The job has a salary range of \$273-337, at present.

Requirements include one year of industrial hygiene chemistry experience subsequent to graduation, with a bachelor's degree in chemistry of chemical engineering, and two years of general analytical chemistry, though graduate work in subjects allied to industrial hygiene chemistry will be accepted in lieu of the latter requirement.

The examination may be given in selected points throughout the Nation. Applications should be filed immediately. For further information and application blanks, write the Los Angeles County Civil Service Commission, 1007 Hall of Records, Los Angeles 12, California.

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## ACTIVITIES AMONG THE STATES

### ALABAMA

Comprehensive dental service is to be included in the planned expansion of industrial health services in eastern Alabama textile plants owned by the West Point Manufacturing Company. Responsible for this development in cooperative planning are Dr. Paul Auston, Medical Director of the Company, Dr. John E. Chrietzberg, Dental Director of the Alabama Department of Public Health, and Dr. I. R. Tabershaw, Director of its Division of Industrial Hygiene.

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### CALIFORNIA

Mercury concentrations of two and three times the permissible limit of 0.1 milligram per cubic meter were found in the instrument laboratory of a government establishment, where large amounts of mercury are used, reports the Bureau of Adult Health of the California State Department of Public Health.

High mercury vapor concentrations were caused by vaporization of droplets of mercury spilled on the floor and ground into the linoleum floor covering or rolled into cracks. Laboratory experiments showed that the linoleum itself may become permanently impregnated with mercury.

Recommendations for improvement included removal of the present floor covering and thorough cleaning of the floor underneath with a calcium polysulfide solution.

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Upon recommendation following an investigation by the Bureau of Adult Health, local exhaust ventilation hoods were installed over sewing machines in a plant manufacturing draperies from glass fiber fabrics. Workers previously had complained of dermatitis resulting from handling of the fabrics. Work on this material was isolated in a room at the end of the work shop, further to control the irritation.

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Halogenated hydrocarbons used in a large shipbuilding plant as a solvent in cementing bulkheads and ship ceilings were studied recently by the Bureau of Adult Health. One sample contained ethylene dichloride and a cyclic hydrocarbon. Workers using this material experienced irritation of eyes, nose, and throat, and, in some instances, nausea and vomiting. Air respirators were supplied them following the investigation, and appeared

to give satisfactory protection. Air samples taken in the hold where the work was done, however, indicated dangerous concentrations of vapor, and general ventilation had to be provided to protect nearby workers.

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A trichlorethylene degreaser standing in the middle of a large workroom, and used for degreasing small metal parts caused illness and annoyance to nearby workers. Following investigation, the management substituted Stoddard's solvent, a relatively non-toxic hydrocarbon, for the offending substance.

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Investigation of diesel exhaust gases, now under way in the Bureau of Adult Health, so far has revealed that under conditions of operation all sulfur in the fuel is converted to sulfur trioxide, which is irritating in much lower concentrations than sulfur dioxide.

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In-service training in industrial health practices was given recently to two public health nursing students by the southern Nursing Consultant of the Bureau of Adult Health. The students were taken on observation visits to industry in the course of regular field work.

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Well over a thousand items of industrial hygiene literature were distributed in October by the Bureau of Adult Health to industrial plants, students, and others, in response to requests.

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### Los Angeles

Service to smaller industrial plants has been emphasized in the work of the Division of Industrial Hygiene, Los Angeles City Health Department, in recent months. About 80 percent of these plants, many acting as sub-contractors to larger plants, employ fewer than a hundred workers each. Primary health hazards encountered include welding fumes, paint vapors, degreasing vapors, and dermatitis.

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The Los Angeles Division of Industrial Hygiene has received a number of requests recently for studies of trichlorethylene degreasers, with a view to reducing solvent losses. In all instances, recommendation for degreaser operation based upon adequate cooling jackets, proper operating temperatures, proper speed of removal of materials from the degreaser, and adequate training of operators has reduced costs while maintaining a safe and healthful working environment.

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## COLORADO

Investigation was made recently by the Colorado Division of Industrial Hygiene of a gold mine where atmospheric conditions made work impossible for more than a few days in each month. The U. S. Bureau of Mines had conducted an earlier study of mine conditions in this area, and found that gases consisting chiefly of nitrogen and carbon dioxide were formed by the action of air and ground water upon the rocks, and released during periods of low barometric pressure through the porous rock and crevices into mine workings. This resulted in a reduction of atmospheric oxygen to a concentration well below that needed to sustain life. Over 35 deaths from this cause had occurred in this region since 1900.

Engineers of the Division of Industrial Hygiene, the Industrial Commission of Colorado, the Colorado Bureau of Mines, and the U. S. Bureau of Mines visited the gold mine and found the condition there typical of that encountered by the U. S. Bureau of Mines in its 1927 study. Recommendations to the Mine Superintendent included making alterations to the mine ventilating system so that the mine could operate under a static pressure of one to two inches of water gage. This would prevent gases from entering in periods of low pressure.

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## ILLINOIS

Interest in dental programs, as part of industrial health activities, is being shown by many firms in the Chicago area, reports Dr. Glenn E. Cartwright, Chairman of the Industrial Committee of the Illinois State Dental Society. Inquiries from companies are being answered by the Society.

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## MICHIGAN

Michigan Industrial Hygiene Society held a dinner meeting in Detroit December 20. "Coordination of Industrial Hygiene, Safety Engineering, and Industrial Medicine" was discussed jointly by Dr. C. D. Selby, Medical Director, Frank Patty, Industrial Hygiene Consultant, and David Mound, Safety Director of General Motors Corporation.

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## MONTANA

The Montana Division of Industrial Hygiene recently completed a study of the efficiency of a number of designs for premature infant incubators when used for oxygen therapy, at the request of two hospitals in the State. The tests showed that most commercially designed incubators have too much open area to permit oxygen concentration to be built up to 40 percent at an economical rate of oxygen input.

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### OREGON

Technical services of the Oregon State Board of Health Division of Industrial Hygiene have been improved with acquisition of a Heyrovsky Polarograph, announces Dr. Harold M. Erickson, State Health Officer.

The only one of its kind at present on the Pacific Coast, this instrument can be used for determination of minute quantities of toxic mineral contaminants of workroom atmosphere. Local health units and other State departments have been invited to make use of the polarograph as needed.

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### PENNSYLVANIA

A course in industrial hygiene is being given to the Sanitarian Assistants attached to the Philadelphia office of the Bureau of Industrial Hygiene, Pennsylvania Department of Health.

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### VIRGINIA

The Bureau of Industrial Hygiene of the Virginia Department of Health is undertaking a survey of Virginia industries to guide planning for the Bureau's work and to obtain data of the effects of reconversion upon these establishments. Return-prepaid postcards are to be sent to the plants, requesting information about pre-war, wartime, and post-war activities, number of employees, health facilities and personnel, and other questions.

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Chest X-ray surveys made recently of workers in various industries in the southwestern part of Virginia uncovered several cases of silicosis, reports the Bureau of Industrial Hygiene. Occupational histories of these employees have been obtained, and a checkup will be made on environmental conditions in present and previous employment. Several of these cases have been found in industries where silica dust exposure is unknown, but occupational history of the men involved indicates previous employment in mines and foundries.

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Environmental exposures and conditions in a Virginia coal mine are being studied by the Bureau of Industrial Hygiene. Preliminary study and a few atmospheric samples indicate a potential high exposure to coke and coal dust, sulphur dioxide, hydrogen sulfide, and extreme temperature changes. More detailed investigation has been undertaken.

Request has been received from another coal company, asking for environmental survey of conditions in their mines.

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PERSONNEL NEWS AND NOTES

MEDICAL DIRECTOR LOUIS SCHWARTZ, Chief of the Dermatoses Section, Industrial Hygiene Division of the U. S. Public Health Service, spoke recently on occupational skin diseases before a meeting of the Georgia Section, American Industrial Hygiene Association. The meeting was attended by a number of manufacturers interested in the subject of discussion.

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DR. A. V. NASATIR, recently released from the Army, has returned to his former position as Director of the Division of Industrial Hygiene, Los Angeles City Department of Health.

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P. W. JACOE has joined the Division of Industrial Hygiene, Colorado Board of Health, as Industrial Hygiene Chemist. Mr. Jacoe was formerly Chief Chemist for the American Manganese Company of Denver, Colorado. He has been assigned to the Industrial Hygiene Division, U. S. Public Health Service, laboratories in Bethesda, Maryland, for a period of special training in the latest techniques of industrial hygiene chemistry.

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ROBERT J. OWENS also has reported recently to the Colorado Division of Industrial Hygiene, upon his release from the U. S. Army. As Major Owens, he was detailed to the Army Industrial Hygiene Laboratory in Baltimore, Maryland. Major Owens had a 14-month tour of duty in the Southwest Pacific as a General Staff Officer, in which capacity he was responsible for establishing a theater-wide program for the reduction and control of non-battle casualties and occupational health hazards. For his performance of this duty he was awarded the Bronze Star Medal. Later, Major Owens had administrative charge of the care, evacuation, transportation and repatriation of Americans and Allied nationals recovered from internment camps in the Manila area.

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KENNETH R. DOREMUS, discharged recently from the Navy with the rank of Lt. Commander, has returned to his duties as Industrial Hygiene Engineer in charge of the Philadelphia office of the Bureau of Industrial Hygiene, Pennsylvania Department of Health.

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MRS. ELLA MAE WATSON, Industrial Nursing Consultant for Northern California with the Bureau of Adult Health, California State Department of Public Health, has submitted her resignation in order to join her husband, who has returned from the European theater of war.

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MISS ELIZABETH ANDREWS, R.N., will take over the position of Executive Secretary of the American Association of Industrial Nurses January 1, when the resignation of MRS. GLADYS L. DUNDRE, R.N., takes effect.

Miss Andrews comes to the Association from the Ford Instrument Company, of Long Island City, New York, where she was Supervising Nurse.

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News items for publication in INDUSTRIAL HYGIENE NEWS LETTER should be submitted to: Senior Sanitary Engineer J. J. Bloomfield, Industrial Hygiene Division, U. S. Public Health Service, Bethesda 14, Maryland.

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